

Pittsburgh, Pennsylvania

History of successfully launching products, brands and initiatives along with the creation of correlating sales/marketing strategies designed to increase revenue.

Product Development, Category Management and Merchandise Planning experience, with seven years in management roles within the promotional/branded merchandise sector.

Regularly recognized for the ability to motivate and influence others. Skillful at training and developing. A collaborative nature combined with a strong understanding of team cohesion and dynamics has resulted in positive and profitable relationships with peers, management, vendors, and clients.

Consistently identified and improved upon inefficiencies such as the creation of training manuals, the institution of project timelines and the development of a project board to manage team workflow

PROFESSIONAL EXPERIENCE

Product Manager

Duquesne PA, Nov 2017–Present

Brought in to drive merchandising activities for multiple off-price accounts. After learning the category and processes quickly was given additional responsibilities in managing the closeout/overstock process

- Work on all new product development: Identifying opportunities, writing specs, working with China team and factories on quoting, sampling, negotiation, etc. Use strong organization/planning skills to manage multiple account's development, product life cycle, and sourcing activities
- Work closely with the National Account Managers to analyze retailer's assortments, sales and forecasts to better suggest product. Manage the pricing and sampling activities for all Sales Presentations and Meetings
- Manage relationships with Sales, Marketing, Purchasing, QC and other cross functional teams to rollout product in a timely manner to major retailers like Kohl's, Big Lots, Aldi, T.J. Maxx, Ross, Burlington, etc.
- Develop basic bedding products under the national Sealy brand as well as under ATC-owned brand, Allerease. Use knowledge of the brands and consumer to maintain brand standards and maximize retailer's assortments
- Analyze trends both in and out of the home goods industry to ideate, develop, and manage product and collection introductions for biannual New York Home Fashions Market Week. Work closely with Marketing and Sales on clear and concise "stories", packaging and claims
- Monitor overstock inventory levels, review product and recommend sell-off opportunities to help maintain both inventory and margin levels

SKILLS

Strategic & Critical Thinking
Communication & Presentation Skills
Analytical & Quantitative Thinking
Leadership & Management
Organization
Product Development & Management
Sourcing, Vendor Relations & Negotiation
Account Management
Go-To-Market Messaging & Positioning

HIGHLIGHTS

Financial responsibility of **\$45+ million in sales per year**

Achieved growth in a mature category, **+10% sales growth**

Developed a launch strategy using common trends cross-category that **produced \$2.5 million in sales in its first year**

Drove growth for the entire company by achieving +23% sales growth in the \$30 million Bag business

Introduced seasonal retail launches for top-tier client, managed and executed six launches in two years, **totaling \$3+ million in incremental sales**

Initiated the movement of several top-selling products from domestic suppliers to overseas factories, **cutting costs on manufacturing and increasing profits**

EDUCATION

Bachelor of Science, Fashion Merchandising
Philadelphia University, Philadelphia, PA

Connect to the Core, Completion of
Encore Presentation Coaching® program

PROFESSIONAL EXPERIENCE (continued)

Merchandising Manager

Monroeville PA, Mar 2015–Jun 2017

Initially hired to grow the Merchandising Department and identify opportunity areas. Developed, documented and instituted best practices and standards, resulting in repeatable processes that elevated the customer experience and expectation. Identified team member's strengths and reorganized the department to achieve higher productivity and a better distribution of the workload.

- Managed team of six Merchandisers and the merchandising, maintenance and analysis of over 75+ customer eCommerce sites. Onboarded and launched 20+ new customer eCommerce sites and programs
- Given Account Management responsibilities for top-tier accounts after building strategic partnerships with their management teams. This was achieved through constant communication, successful launches, quickly responding to and anticipating their needs and resolving any issues in a timely manner
- Reduced customer's inventory levels and subsequent carrying costs through assortment planning, analysis and repricing and liquidation strategy resulting in a more profitable position for both the client and Clayton Kendall

Category Manager

New Kensington PA, Nov 2010–Mar 2015

Joined as Assistant Category Manager; promoted quickly after demonstrating high level of ownership and sales success. Managed and developed seven product categories across 1500+ SKUs for two companies. Excelled at identifying opportunities in the assortment. Drove growth by filling gaps with products inspired by retail trends, new category creation and the development of several profitable private label brands.

- Ideated, developed and launched approximately 250+ SKUs per year in a timely manner. Responsible for buying decisions on initial POs and consulted on future buys and reorders. Operated in a fast-paced environment. Used time management, organization and the ability to work under pressure to hit timelines and successfully manage overlapping launches and inline product maintenance at the same time
- Grew the Coolers category +10% through new product development and retail brand introduction into the category
- Created successful private label brands, specifically the Field & Co. brand, which was built on vintage trends and generated \$5+ million in sales by its third year
- Achieved \$1+ million in new product sales in the previously declining category of Totes
- Maintained or grew gross margins of 55%+ through Sourcing efforts like cost-engineering, factory moves, and renegotiating costs based on volume. Took on Buyer role and managed Open-To-Buy to avoid overspending
- Drove cross-category collaboration by persuading fellow Category Managers to develop within common themes, trends and brands. The result was a more cohesive launch that allowed the Sales team to craft a more seamless and succinct message to customers, subsequently increasing overall company growth

Owner

Elizabeth PA, Nov 2008–Aug 2010

Opened a business in the form of a small resale shop. Operated a brick and mortar store front as well as a complementary online Etsy shop. Specialized in junior fashion, high-end accessories and vintage items.

- Managed all merchandise, price, promotion and placement. Developed over 300 consignors and customer base through a strong social media presence, customer service, brand loyalty programs, and strategic promotions and events
- Used creative visual merchandising to elevate the store's image. Increased sales by periodically advertising promotional events in local publications like The Clipper Magazine. Grew sales by developing an additional selling channel via Etsy

For additional job history and experience, please visit [LinkedIn profile](#)