

JUDY NAGLE WALTON

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Over 20 years in the CPG and B2B industries in the fields of Retail Buying, Retail Merchandising, Product Development, Product Sourcing, Promotional Products, Marketing, Package Design, and Financial Planning.

EXPERIENCE

11/2013 - PRESENT

PROMOTIONAL PRODUCTS PROGRAM MANGER, W.B. MASON INC.

Handle all company-wide contract promotional and print RFPs for all major clients including; MLB teams, PGA tournaments, state offices, hospital networks, environmental corporations, construction companies, private Organizations

Attend sales calls with clients building and implementing seasonal programs to optimize sales and bring in customers

Project Manager handling all aspects for all vendor management, overseas materials, custom products, QA, logistics, inventory, delivery

Create promotional products customized specifically to the client via overseas connections

Creating new logos and designs for clients utilizing the Adobe Creative Suites program

JUNE 2010 – DECEMBER 2013

FREELANCE, SELF EMPLOYED

Creating websites, social media pages, and graphics for small companies

JANUARY 2011 – JULY 2012

PRODUCT MARKETING MANAGER, TOMY INTERNATIONAL

Led the design of unique and innovative products fulfilling market opportunities for retail customers

Developed and Executed comprehensive research plans, marketing research studies, trend research, and consumer focus groups locating optimum product opportunities

Analyzed product sales for retail price points, margin contribution, and consumer value by forecasting, margin management, IRI data and inventory analysis

Partnered with licensing groups facilitating the expansion of the U.S. product licenses groups

Designing product packaging, package construction, POP signages



SKILLS

- Product Development
- Sourcing and Branding
- Purchasing
- Business Analysis
- Adobe Creative Suites
- Logistics
- Overseas Travel-Sourcing
- Retail Management
- Negotiation
- Vendor Management
- Market Research
- Sales
- Project Management
- Event Planning

EDUCATION



BUSINESS ADMINISTRATION, ROGER WILLIAMS UNIVERSTITY