

BRAND MANAGER

Summary

Brand manager with a strong merchandising background. Experience in business development, sales and marketing. Understands and excels at analytical and creative thinking.

Highlights

- Excellent time management skills
- Strong communicator
- Entrepreneurial thinker
- Self-motivated
- Goal-oriented

Experience

07/2015 to Current

Brand Manager Company Name

- Leads in the analysis and development of merchandising strategies across all categories with a focus on sales, gross margin, conversion, customer retention and acquisition
- Develops and manages relationships with top level accounts while establishing new and cultivating existing business accounts
- Partners with Merchandise Planning on all forecast changes and margin challenges to achieve financial targets
- Collaborates with e-commerce and marketing teams to ensure that on-site and email promotions reflect merchandising and brand strategies
- Secures and builds strategic brand partnerships

11/2013 to 06/2015

Associate Omni Buyer, Men's Nautica Sportswear Company Name - City , State

- Developed annual financial plans at the classification and vendor level
- Strategized custom assortments to meet sales and margin plan
- Identified product and trend opportunities within classifications
- Strategized key items and promotions; negotiated product availability, distribution and pricing to maximize profits and margin

07/2012 to 10/2013

Assistant Buyer, Men's Dress & Casual Pants Company Name - City , State

- Assisted buyer in monthly forecasting at vendor and department level
- Tracked and managed receipt flow process
- Communicated with vendor partners for newness and timely deliveries
- Planned and coordinated weekly marketing events for all categories

10/2010 to 06/2012

Assistant Planner, Women's Shoes Company Name - City , State

- Determined and executed replenishment allocation strategies to maintain healthy stock levels for over 500 individual stores
- Worked with vendors on securing additional inventory to drive sales

Education

2010

Bachelor of Arts : Strategic Communications Elon University - City , State

Skills

- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Word

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