

## SR. MERCHANDISING AUDIENCE LEAD MICROSOFT US ONLINE STORE

### Summary

Sr. E-commerce Merchandiser specializing in audience program development and targeted marketing campaigns. Extensive knowledge in omni-channel retail buying, planning, product development and marketing.

### Highlights

- Business analysis
- Online branding
- Purchase funnel optimization
- Retail marketing
- Retail systems
- Retail buying
- Competitive analysis
- Program development

### Experience

Sr. Merchandising Audience Lead Microsoft US Online Store Oct 2012 to Current

Company Name - City , State

- Sr. Merchandiser/Audience Marketing Lead for Microsoftstore.com representing a combined annual revenue of \$96M
- Grew EDU audience revenue +400% YoY within the first year by launching an evergreen offer across multiple categories
- Spearheaded business development opportunities, partnering with Microsoft product management groups to create and execute meaningful targeted campaigns resulting in increased brand awareness, customer acquisition, and sales revenue
- Drove site optimization through A/B and multivariate testing across site and through purchase funnel increasing conversion, revenue, and improving customer experience
- End to end product management: documenting business requirements, presenting to stake-holders, engineering, UX teams, creative reviews, QA, production and deployment on live site
- Category lead for email marketing campaigns, content, targeting, SEO, SEM and internal search term optimization

Merchandiser Women's Direct Apparel Apr 2007 to Jul 2010

Company Name - City , State

- Merchandising/Category Management women's separates apparel in direct catalog and E-commerce divisions
- Drove promotional strategies in print catalogs, email campaigns, and online to achieve and exceed sales and margin targets
- Partnered with design team to develop a compelling and brand right assortment, managed the sourcing and production process, and negotiated costing
- Directed creative content and imagery with multiple creative teams to develop a consistent branded experience across both catalog and online
- Utilized Web analytics and customer service feedback to inform changes and increase conversion and revenue for both channels
- Successfully managed multiple categories with a combined \$70M in revenue and 20K skus annually
- Consistently met or exceeded margin and sales goals despite a difficult retail environment
- Developed and executed business strategies supported by detailed competitive trend analysis and strong creative brand identity
- Created and launched new online denim category on eddiebauer.com with new multi-shot photography feature, enhanced user experience, customer-centric product detail page content, and recommended product suggestions resulting in a +\$8M YoY category comp

Assistant Buyer/Buyer Aug 2004 to Apr 2007

Company Name - City , State

- Launched Endless.com website, Amazon.com's first separate E-commerce brand that exclusively offered a boutique shopping experience for footwear and handbags
- Built the retail apparel store from the ground up which included implementing QA policies, detail page and imaging standards, developing receiving/shipping materials, warranty policies, and tools to accommodate the needs of the new category
- Developed strong relationships with +110 vendors including: account management, payment terms, costs, returns, damage allowance, free shipping, inventory management, and co-op
- Responsible for competitive product and pricing analysis and improving pricing tools to facilitate competitive monitoring as well as determine markdown schedule and liquidation of overstock
- Initiated and managed website improvements to facilitate navigation and merchandising to maximize traffic, revenue, and conversion
- Forecasted assortment selection and sales plan including unit sales and revenue, margins, and profit across all sub-categories
- Experience in multiple category management for Intimate Apparel, Sleepwear, Men's Sportswear, Women's Sportswear, Infant, Swimwear, Outerwear, Handbags, and Women's Footwear
- Teamed with the fulfillment center to create and execute receiving and shipping processes for inventory within each new category
- Grew apparel into a \$10M business within the first year

Assistant Buyer Jan 2001 to Jan 2004

Company Name - City , State

- Experience in buying, managing inventory, and negotiating with vendors
- Managed the process to maximize sales and margin objectives through the development and implementation of markdown strategies and

inventory flow in reaction to sales trends

- Managed sales volume, gross margin, and turnover through control of mark-ups and markdown allowances, sales promotions, vendor returns and shrinkage
- Executed division marketing plans and worked closely with advertising to create a meaningful and succinct message through print and radio

Group Sales Manager Jan 2000 to Jan 2001

Company Name - City , State

- Managed women's shoes, watches, and jewelry departments in the downtown flagship Bon Marche store
- Successfully managed and motivated over 40 sales associates

Store Manager Jan 1998 to Jan 2000

Company Name - City , State

- Managed a staff of 10 in a leading international retail shoe store Responsible for sales, inventory, staffing, visual, and store maintenance
- Consistently exceeded store sales goals and company expectations
- Opened the first retail store in the state, including recruiting, visual set up
- Trained six managers and over twenty-five employees

Education

BA , Liberal Studies Society, Ethics, and Human Behavior 2001, 2011 UNIVERSITY OF WASHINGTON - City , State GPA: Dean's list winter quarter 2000

Dean's list winter quarter 2000

Skills

20+ years in Retail management, buying, marketing, and merchandising

Successful in fostering productive cross-group collaboration

Passionate about creating a customer-centric shopping experience