

ISABELLA DEROSIA

CONTACT

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🌐 isbelladerosia.com/portfolio

EDUCATION

UNIVERSITY OF NORTH FLORIDA

Bachelor of Business Administration
in Marketing
2019-2021

UNIVERSITY OF NORTH FLORIDA

Master of Business Administration
in Marketing
2025-Current

CORE COMPETENCIES

- Strategic Account Management
- Business Development
- B2B Sales
- Client Relationship Management
- Revenue Growth Strategies
- Negotiation & Vendor Relations
- Retail & Consumer Products
- Product Merchandising
- Sales Analytics & Reporting
- Market Trend Analysis
- Cross-Functional Leadership
- Consultative Selling
- Presentation & Training
- CRM Systems (Salesforce, HubSpot)
- Partnership Development
- Inventory & Assortment Planning
- Ecommerce & Retail Operations
- Project Management

OBJECTIVE

Business development and relationship management professional with experience spanning sales, merchandising, e-commerce, marketing, and client success. Proven track record of building strategic partnerships, supporting revenue growth initiatives, and collaborating across cross-functional teams to deliver business results. Experience managing client relationships, educating stakeholders, driving engagement, and supporting large-scale product and brand initiatives. Passionate about sports, collectibles, retail partnerships, and creating long-term customer value through consultative selling and strategic account management.

WORK EXPERIENCE

ASSISTANT BUYER – NCAA MEN'S APPAREL

Fanatics | May 2026 – Present

- Support product assortment planning and inventory decisions across NCAA Men's Apparel categories.
- Analyze sales performance, product trends, and customer demand to inform purchasing strategies.
- Partner with vendors, merchandising, planning, and licensing teams to support business objectives and category growth.
- Monitor market trends and competitive activity to identify opportunities for assortment expansion and revenue growth.
- Coordinate product launches and seasonal initiatives while ensuring alignment with financial and inventory goals.
- Utilize reporting and sales data to support forecasting, allocation, and product lifecycle decisions.

CONTENT EDITOR

Fanatics | Oct 2024 – May 2026

- Managed product content across large-scale e-commerce platforms, ensuring accuracy, consistency, and brand alignment.
- Partnered closely with merchandising, product, marketing, and operations teams to support successful product launches.
- Developed expertise across licensed sports merchandise categories while supporting high-volume product catalogs.
- Identified and resolved content issues impacting customer experience and product discoverability.
- Maintained quality standards across thousands of product listings while meeting aggressive publishing deadlines.
- Supported cross-functional initiatives designed to improve customer engagement and conversion performance.

MARKETING DIRECTOR

OutsideAgents.com | Oct 2022 – Oct 2024

- Managed strategic relationships across a network of 6,500+ travel advisors and industry partners.
- Developed programs and resources that increased advisor engagement, adoption, and business growth.
- Built partnerships with suppliers, tourism boards, and industry organizations to strengthen brand visibility and business opportunities.
- Led educational initiatives, presentations, and training programs for advisors nationwide.
- Consulted directly with business owners on growth strategies, branding, customer acquisition, and revenue development.
- Contributed to company expansion from approximately \$654M in annual sales volume to nearly \$1B during tenure.