



## Profile

Dynamic and dependable professional with a strategic vision, committed to fostering business growth and innovation. Passionate about addressing complex challenges and continuously learning new technologies.

Driven by profound curiosity and understanding of the “Why”. Demonstrates proven excellence in sourcing, procurement, and product development. Consistently surpasses customer expectations and achieves sales goals. Known for ability to lead with a customer-obsessed approach, delivering impactful results that drive business forward.

## Education

### FASHION INSTITUTE OF TECHNOLOGY

AAS – Fashion Merchandising Management

### POMONA COLLEGE

BA – Media Studies with an emphasis in Politics

## Skills

Merchandising / Assorting  
Business Analysis  
Product Procurement  
Vendor Relations & Negotiation  
Retail Math  
Cross-Functional Team Collaboration  
Trend Analysis  
Purchase Orders  
Inventory Management  
Knowledge of E-Commerce  
Analytical Thinking

## Contact

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***Tia's Website***

***Tia's LinkedIn***

## Experience

### NORDSTROM

#### Assistant Buyer – Dresses

*December 2022 – Present*

- Manage \$200M in-season dress business through strategic buy-sell-trade, markdowns, VFMs, and RTVs.
- Oversee \$100M dropship business to expand selection and test new brands.
- Collaborate cross-functionally with marketing, digital, inventory, pricing, and operations teams to execute Buyer's product and merchandising strategy.
- Maintain strong partnerships with 90+ vendors to ensure profitability.

#### ***Key Achievements***

- Surpassed H1 2024 goal by 20% to OP and 4% to SP.
- Negotiated \$500K in RTVs, \$1M in VFMs, and secured \$5M in ATS at cost with a 10% AWST.
- Led Anniversary 2024 in-season strategy, achieving \$8M in sales (13% YOY increase) against a \$7.3M plan.
- Increased DS selection by 300+ CCs, improved LOS by 40%, and generated an additional \$2M in DS demand during H1 2024.
- Presented “The Art of the Site-Scrub” to over 100 Assistants in the Foundational Learning Series.

#### Merchandise Analyst – Men's Better

*April 2021 – December 2022*

- Pulled and presented weekly reports, taking in-season action based on results.
- Managed order writing for all channels, collaborating with vendors, brand specialists, drop ship team, and VAS to drive product live-to-site.
- Reduced POWs from 6% to 1.6% in 3 months through supplier shipping re-education.



## Technical Skills

MAC & PC OS  
MS Office Suite  
NuOrder  
Microstrategy & Tableau  
MS Sharepoint & Exchange  
Adobe Creative Suite  
BlueJeans & Slack  
Shopify & Etsy  
Assortment Builder (AB)  
Enterprise Project Management (EPM)  
Central Ordering Tool (COT)  
Google Workspace & Analytics

## Community Engagement

### Step Up Women's Network

*Platinum Member*

2002 – 2012

### New York Cares

*Volunteer*

2012 – 2018

## References

Available upon request.

## Experience (cont'd)

### Merchandise Specialist

*Oct 2020 – April 2021*

- Gathered and prioritized information from the buying office for item setup and maintenance.
- Maintained item information within Nordstrom's internal merchandising systems.
- Edited and approved purchase orders to assure accurate, on-time merchandise distribution.

### NEIMAN MARCUS GROUP

#### Visual Merchandiser

*Sept 2019 – Sept 2020*

- Created high-quality window and in-store displays aligning with corporate directives to achieve the Neiman Marcus look.

### CLUB MONACO, H&M, FOREVER 21, J2

#### Vendor / Visual Merchandiser

*Jan 2012 – April 2019*

- Partnered with clients to provide product knowledge and merchandising needs across multiple department store locations.
- Executed floor moves, styled mannequins, created window displays and merchandised selling floor.

### JACK HENRY, LTD

#### Owner

*July 2002 – Dec 2011*

- Successfully owned and operated an upscale women's clothing boutique in West Hollywood, CA.
- Provided strategic and tactical leadership to team of three.
- Interviewed, hired, trained employees; planned and prepared work schedules; developed and implemented store procedures including sales policies and customer service expectations.
- Attended Fashion Weeks worldwide sourcing and purchasing inventory.
- Invested in unique, one-of-a-kind products as a marketing strategy.
- Collaborated with up-and-coming designers to refine fit/quality and increase sales.
- Featured in over 50 print and media outlets.