

Experience:

Rite Aid

eCommerce Manager- Own Brand, Household, Seasonal and Grocery

Oct 2020-Feb 2024

- Develop and execute eCommerce strategy and roadmap, with full P&L responsibility for digital categories, driving significant business growth (+56% yoy) while ensuring customer satisfaction and retention.
- Analyze KPIs and data to identify opportunities for optimization of merchandising, marketing, and customer experience across various sites and product categories, improving overall performance and profitability.
- Collaborate cross-functionally with key stakeholders and manage business initiatives, ensuring seamless execution and alignment with company objectives.
- Mentor and lead a high-performing team, providing regular feedback and coaching to support professional development while driving productivity and achieving business goals.
- Drive product assortment strategy, including identifying new vendors and buzzworthy products to build relationships with, and develop plans to meet financial targets growing the DTC business by +110% yoy.
- Spearhead new business development efforts, including the development and launch of private label brands, as well as rebranding existing products to better meet customer needs and company initiatives.
- Work closely with vendors to source, onboard and build out a marketplace including pdp management, pricing and product selection.

Sears/Kmart

Omni Channel Buyer-Mens/Kids, Own Brand

May 2018-Feb 2020

- Develop a customer-driven assortment strategy for 500+ SKUs, with a focus on key items. Analyze category growth, maintenance, and decline, and oversee product development from concept to in-store execution.
- Collaborate cross-functionally with internal and overseas teams, including marketing, e-commerce, sourcing, cost negotiations, and vendor/factory management to make informed business decisions.
- Managed \$60M-\$100M annual businesses and executed tops-down/bottoms-up financial planning.
- Lead weekly business review meetings and monthly open-to-buy meetings, including inventory management, receipt tracking, profitability analysis, pricing, and visual merchandising strategies.

Saks Off 5th, Off 5th Canada and Gilt Groupe

Omni Associate Buyer, Mens

April 2015- May 2018

- Develop an omni channel assortment to drive sales and meet customer demand in both private and national brands; Build vendor partnership and departmental strategies.
- Primary strategic partner for new brand development including creating cross functional partners and securing executive leadership buy in: Executed multi-million dollar private label cashmere sweater fall strategy.
- Managed budget including receipt tracking, profitability, pricing; Launch weekly flash sales based on inventory needs.

Macys.com

Assistant Buyer RTW

April 2012-March 2015

- Support buyer in assorting products for both private and national brands based on receipt plan, current sales and stock trends and market prep; Prepare and present weekly business recaps by identifying business drivers and liabilities; Identify opportunities to increase sales through re-orders, pricing or marketing exposure.
- Develop, monitor, & continuously improve the creative workflow process by collaborating with marketing, web creative, web production, styling team, studio photography team to maximize site experience and optimize sales.

Technical/Other Skills

- Microsoft Excel, Powerpoint, Word and Outlook, SQL, Google Analytics, Adobe Analytics, Trello, Asana, Retail Math, Financial Analysis, Competitor Trend/ Research

Education

City College, San Francisco,CA- SQL/Data Science Fundamentals Certificate Program

University of Idaho, Moscow ID - M.S. Fashion Industry Management

University of Idaho, Moscow ID - B.S. Clothing, Textiles and Design, Minor- Business