

Full Name
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PROFILE

Innovative, results-oriented, analytical professional with diverse experience in Marketing, Management and Vendor Relations. Knowledgeable of both the Retail and Consumer Products Industries, and proficient in understanding Latin consumer habits. Bilingual (Spanish/English) and highly computer literate. Additional strengths include:

- Negotiations
- Sales Analyses
- Fiscal Management
- Inventory
- Market Research
- Merchandising

SELECTED ACCOMPLISHMENTS

- Negotiated mutually advantageous markdown split with vendor on slow selling merchandise, which reduced potential markdown liability by 50%.
- Improved department "bottom line" by convincing vendors to provide a 3% cash discount on trade terms. Discount was increased by 30% to prior year.
- Increased key earning categories gross margins by 119%, through selective use of higher profit merchandise.
- Resolved late shipping problems with vendor by assertively addressing the issue. Effort resulted in a 10% discount off delinquent merchandise and fiscal savings of \$29,400.
- Turned a potentially major inventory problem into a significant saving for the department by convincing vendor to provide a 50% refund on tarnished merchandise and a complete return on \$38,000 on other merchandise.

PROFESSIONAL EXPERIENCE

MAJOR COMPANY, INC. - Cincinnati, Ohio

1996 to 2009

\$3 billion, 36,000 employees, national department store located primarily in West, Midwest and South.

Corporate Associate Retail Buyer

Responsible for overseeing a \$12 million costume jewelry department. Directed two merchandise assistants and coordinated project work of five regional buyers.

- Analyzed data, control inventory and implemented strategies for improving sales and profit in 102 stores.
- Coordinated five buying regions and acted as liaison between corporate management, group divisions and vendors.
- Communicated and negotiated daily with key vendors to ensure positive, effective relationships.
- Developed key classifications of business, i.e. +88% in clip earring sales.
- Selected merchandise; projected and monitored return on investment derived from each marketing activity.
- Analyzed selling and recommend markdowns on merchandise with poor performance or reorders on merchandise with a longer life cycle.

- Traveled to New York for product selection and planed receipts based on product offerings, customer requests and vendor agreements.
- Produced the Division's quarterly newsletter and annual Personal Shopper Guide.

BIG COMPANY, INC. - Cincinnati, Ohio**1995 to 1996**

Consumer Products Corporation, specializing in soaps, foods and beverages, paper products, health and personal care products, cosmetics, and pharmaceuticals.

Consumer Service Representative

- Translated documents and instructed Spanish and English speaking consumers.
- Processed comments and compensated needs regarding P & G products.
- Created role-playing scenarios for training purposes.

SMALLER COMPANY, INC. - Cincinnati, Ohio**1995*****Intern***

- Rotated through major freight company departments: collections, customer service, dock supervision, sales, overages, shortages, and damages.
- Assisted with freight density study project and conducted internal audit.

INTERSHIP - Washington, DC**1995*****Project Assistant***

- Created and manipulated spreadsheet and database systems for legal procedures.
- Rendered filings with the U.S. Courthouse in Washington, DC.
- Researched and performed document management in Berlin, Germany.

EDUCATION**UNIVERSITY**

Bachelor of Business Administration

SPECIAL SKILLS

Second Language / Technical / Certifications / Training