

## BUYING & MERCHANDISING PROFESSIONAL

### **Versatile E-commerce Expertise ▪ Motivating Team Leader ▪ Outstanding Sales Results**

Competitive, accomplished professional with track record of reducing costs, identifying and capturing opportunities, and building strong alliances in all internal departments and with vendors. Extremely organized, analytical and consistent in applying best practices. Proven ability to lead high-performing, cross-functional buying / merchandising teams. Keen business acumen together with finely tuned interpersonal abilities.

- |   |  |  |
|---|--|--|
| <input checked="" type="checkbox"/> Purchasing                    | <input checked="" type="checkbox"/> Merchandising                    | <input checked="" type="checkbox"/> Negotiation                      |
| <input checked="" type="checkbox"/> Team Leadership & Development | <input checked="" type="checkbox"/> Interdepartmental Coordination   | <input checked="" type="checkbox"/> Nurturing Vendor Relationships   |
| <input checked="" type="checkbox"/> Analytical Research           | <input checked="" type="checkbox"/> Category Strategy                | <input checked="" type="checkbox"/> Inventory Management             |
| <input checked="" type="checkbox"/> Project Management            | <input checked="" type="checkbox"/> Startups / Organizational Change | <input checked="" type="checkbox"/> Cost Containment / Profit Growth |

*"Name's attitude is terrific and contagious. He fears no obstacles, is eager to accept any challenge, and has a driving desire to win ... A great communicator ... A great listener with an incredible capacity to learn quickly."*

– Excerpt from Performance Review from Other Name, COO and Direct Manager of Name at SwimSavings.com

## PROFESSIONAL EXPERIENCE

### **SwimSavings.com**

**March 2009 – Sept. 2013**

#### **Buyer (Management Responsibility)**

**Fremont, CA**

*Leading online retailer in swim goods, known for cutting-edge e-commerce marketing.*

Built buying function from ground up as company quickly grew from start-up to 300 employees. Reported directly to Chief Operations Officer as company's first Buyer, then to General Merchandise Manager.

Hired, managed, coached and mentored cross-functional team including Associate Buyer, Assistant Buyer, Merchandiser, Analyst and Copywriter. Managed nine divisions, including the largest (Competitive Swim), and key accounts representing >80% of total revenue.

Negotiated all contracts and exclusive deals. Researched market and competitors, performing biweekly competitive price analysis and addressing MAP issues. Forecasted demand to maintain optimal inventory levels. Fostered communication with all internal partners including Marketing, Operations, Finance and Customer Service.

#### **Buying & Merchandising**

- Opened 140 new vendors from 2009 to 2013, generating an additional >\$3.5M YOY sales in 2012-2013.
- Renegotiated payment terms with largest vendor from net 30 to net 90 within first month after hire.
- Analyzed and negotiated successful multimillion-dollar off-price opportunities resulting in large increases in margin. Negotiated favorable prices, ship windows and payment terms.
- Negotiated special promo list of 24 items with largest vendor, dramatically increasing margin and profitability on top sellers with minimal effort.
- Negotiated with accounts as company opened business in Canada, gaining participation from 90% of vendors.

#### **Business & Team Leadership**

- Drove increase of 136% in total sales across nine divisions managed.
- Proposed and launched cycling division that netted \$174K in sales during first year, overcoming traditional resistance of cycling vendors to dotcoms.
- Met or exceeded all KPIs including inventory turn, gross margin and in-stock percentage of top performers.
- Developed employees through weekly meetings and learning assignments. Retained leadership of team throughout tenure as company grew to four levels of Buyer positions.

**Moria Mountaineering, Inc.  
Factory Sales Representative**

**June 2008 – Dec. 2008  
Hayward, CA**

*Multimillion-dollar outdoor goods manufacturer headquartered in Denver, CO.*

Performed outside sales across multiple territories. Increased sales in Northern California and Colorado through responsive customer service, vigorous telemarketing, efficient order processing and inventory control / verification.

**Staffing International, Inc.  
Account Services Coordinator**

**Nov. 2007 – May 2008  
San Francisco, CA**

*Global leader in professional staffing and consulting services, with more than 700 offices worldwide.*

Managed 30 large accounts, serving as liaison between accounts and candidates to meet stringent, detailed requirements and timelines.

**WheelerBike.com / Wheeler Bicycle Works, Inc.  
Assistant Buyer**

**July 2006 – Oct. 2007  
Monterey, CA**

*Fast-paced and customer-driven online bicycle business.*

Held purchasing responsibility for soft goods and accessories inventory. Introduced purchasing procedures and systems that improved financial performance. Handled large-dollar purchasing negotiations and major vendor relationships. Managed inventory levels, monitoring product availability and customer demand. Started as intern during college and was hired full-time in December.

- Increased inventory turn by implementing just-in-time ordering.
- Achieved cost reductions by establishing partnership agreements with quality vendors and by researching and sourcing materials from overseas vendor.

**EDUCATION**

Bachelor of Arts in Communication, 2006 – Kennedy University, Monterey, CA

**TECHNICAL SKILLS**

Microsoft Excel (advanced), Word and Outlook; web development (basic skills in HTML, CSS and Google Analytics); Google Docs, Google Calendar and JIRA issue tracking

**Name | [name@gmail.com](mailto:name@gmail.com)**