

ABOUT ME

Passionate and always curious entrepreneurial spirit with a knack for driving e-commerce growth and fostering teamwork. Adaptable to any work environment, whether it's on-site, hybrid, or remote. Strong advocate for sustainability and eager to tackle new challenges with a growth mindset.

EXPERIENCE

Ambit Attic 2021 - Present

● **E-commerce Director**

A small e-commerce business specializing in sustainable home goods and ethical fashion. Our mission is to empower conscious consumers with stylish, ethical, eco-friendly choices, bringing awareness to the brands that champion sustainability.

- + Website design, launch, and ongoing platform maintenance, overseeing all operations.
- + Lead Merchant, product sourcing, and development.
- + Manage Open-to-Buy (OTB) and drive marketing strategies.
- + Optimize site performance for a seamless shopping experience for conscious consumers & giftable moments.
- + Product customization, color execution, and pattern creation.
- + Flawlessly execute launch of new product lines through meticulous planning, strategy, and research.
- + Track industry trends to continuously refine product offerings.
- + Implemented a cost-effective inventory management strategy to enhance shipping and receiving efficiencies while supporting our sustainability efforts.

Nike Inc. 2014 – 2021

● **Nike.com Footwear Merch Manager** (2019 – 2021)

Managed 50%+ of kids' volume, reaching \$122M in FY20, a +127% YoY increase, surpassing forecast by +36%.

- + Led strategic planning initiatives, presenting seasonal strategies for executive approval.
- + Utilized data to maximize assortment productivity, ensuring strategic alignment with brand goals.
- + Fostered partnerships for key franchise growth and spearheaded online exclusives.
- + Ensured full-family launch alignment through effective collaboration and coordination.
- + Initiated and led Nike Direct Footwear Concepts team, proactively identifying cross-category product gaps. Established partnerships with Geo Express Lane product team to execute full-family Nike Direct footwear concepts, delivering online member-exclusives aligned with market trends.

● **Nike.com Little Kids' Merch Manager | Nike + Jordan** (2018 – 2019)

Tasked with identifying growth opportunities across preschool, toddler, and baby sizing, resulting in a +47% increase in preschool (PS) and a +40% increase in toddler (TD), raising total penetration to 32% of kids' volume from 25% the previous year.

- + Led site merchandising strategies.
- + Pioneered and implemented on-body product shots by collaborating with the Nike Photo Studio.
- + Introduced half sizes in PS footwear to broaden reach, lower bounce rates, and increase repeat purchases.
- + Partnered with key accounts to increase unit buys in alternative closure models, ensuring wider adoption.

● **NADTC Kids' Footwear Merch Manager | Nike + Jordan** (2016 – 2018)

Led Nike.com footwear assortment strategies to align with global brand objectives and exceed financial targets.

● **NADTC Kids' Apparel Merch Manager | Stores + Digital** (2014 – 2016)

Analyzed consumer needs and market capacity to create the right product mix for both stores and digital. Worked cross-functionally with Planning, Allocation, and Product Presentation teams to implement cross-channel assortments.

Zappos.com 2004 – 2013

• **Senior Buyer** (2011 – 2013)

Expanded kids' performance footwear category into a leading online hub for premium brands.

- + New vendor sourcing and negotiation.
- + Developed team of kid's product merchants, assigning progressively higher levels of responsibility and business ownership.
- + Spearheaded onboarding and retail math classes for new and existing merchants.
- + Collaborated on annual sales plans and strategic forecasts with the planning team.
- + Executed seasonal product plans and cross-category navigation.
- + Managed open-to-buy forecasts and action plans.

• **Buyer** (2009 – 2011)

- + Assumed ownership of the kid's performance footwear portfolio.
- + Conducted stock-level analysis for optimal inventory control.
- + Continuous negotiation for favorable terms and pricing.
- + Maintained products, vendor relationships, and conducted profit analysis.
- + Mentored Assistant Buyers and Merchandisers.

• **Assistant Buyer** (2007 – 2009)

- + Aided Buyer in driving profitability through product selection, assortment, and buys.
- + Contributed to sales plans, monthly forecasts, and goal alignment.
- + Managed order writing, invoice reconciliation, and monthly OTB.
- + Conducted business analysis, created vendor reports, and prepared for the market.
- + Ensured daily brand maintenance and fostered vendor relationships.

• **Merchandising Assistant** (2005 – 2007)

- + Collaborated with Buyers on merchandising tasks, including placing orders, inventory assistance, vendor meeting preparation, and catalog management.
- + Showcased skills in accuracy, organization, attention to detail, proactivity, and effective communication.
- + Demonstrated commercial awareness and a strong customer service orientation.

• **Product Info Coordinator** (2004 – 2005)

- + Partnered with 50+ vendors, obtaining comprehensive catalog and product details.
- + Gathered, organized, and inputted data into a digital database.
- + Devised and implemented streamlined processes and procedures to enhance operational efficiency.
- + Ensured precise SEO optimization and consumer-friendly navigation.

EDUCATION

Portland State University

Bachelor of Science in Graphic Design
Minor in Advertising Management

SKILLS

Soft + Hybrid

Influence + Negotiation
Cross-functional Collaboration
Adaptability
Creative Thinking
Problem Solving
Interpersonal
Communication
Leadership

Hard

Buying + Merchandising
Strategic Planning
Visual Merchandising
eCommerce Platform
Project Management
Data-driven Decision Making
Market Trend Analysis
A/B Personalization Testing

Tech + Tools

Excel + Powerpoint
Data Analytics
SAP + EDI
SQL
Google Analytics
Google Trends
Google Ads
Google Tag Manager