

TAYLOR RENN

CONTACT

ataylorrenn@gmail.com
taylorrenn.com
2615- 1/2 E Grace St.
Richmond, VA 23223

EDUCATION

NORTH CAROLINA STATE UNIVERSITY
Summa Cum Laude
B.A. Communication (PR)
A.A.S. German

TECHNICAL SKILLS

MS Excel
Shopify
Squarespace
Shipmonk, ShipHero
Adobe Design Suite
Google Workspace
PM Software (Trello, Asana)
HTML, CSS, Javascript
Dropbox

ADDITIONAL WORK

Billy Reid
[View Source](#)
Ralph Lauren
Raleigh Denim
Abbr. Projects
Parade Grounds
Leith Marketing
William Abranowicz
Superior Merchandise Co.

EXPERIENCE

SOUNDS

NOVEMBER 2019 - NOVEMBER 2021

MANAGING DIRECTOR + PRODUCT DEVELOPMENT LEAD | NYC

- Partnered with CEO to develop and launch 10 original products (41 SKUs) based on sales data, company brand identity, and market opportunities.
- Structured, staffed, and managed SOUNDS' Merchandising, Wholesale, and Product Development teams.
- Curated and managed a team of contract content creators, web developers, graphic designers, and digital ad consultants.
- Defined strategies to meet and exceed brand objectives and monitored KPIs to assess progress and optimize programs.
- Conducted costing, pricing, and buying analyses, determining structures that yielded profitable margins and forecasting sales to predict responsible buys.
- Served as brand wholesale representative, establishing SOUNDS on wholesale platforms, connecting with compatible buyers, and ultimately yielding 60+ novel stockists (The Real Real, Nordstrom, Anthropologie, END Clothing, and others), an international agency partnership, and record net sales within one year.
- Cultivated relationships with manufacturers that complied with company's rigorous sustainability standards and budgetary needs.
- Conducted and presented quarterly retail and wholesale sales analyses, as well as frequent digital analytic reports.
- Managed the design, maintenance, and distribution of SOUNDS linesheets, lookbooks, and marketing assets.
- Organized SOUNDS' social calendar, executing social campaigns and email newsletters.
- Produced web development projects to improve UX and customer conversion and retention.
- Oversaw paid social, search, and shopping ad campaigns executed by contract partners.

GAP

MARCH 2019 - NOVEMBER 2019

ASSISTANT MERCHANT | NYC

- Developed assortments in-line with company strategy and market trends, yielding positive comp sales.
- Partnered with Design and Production to ensure product strategies and quality requirements were successfully executed.
- Worked with Advertising to appropriately message product and Inventory Management to effectively manage seasonal investments.
- Owned and maintained the category assortment tool, season codes, size models, and discount strategies.
- Recapped weekly business to team members, determining successes and opportunities within the business and marketplace.
- Conducted fruitful research projects that led to a financially beneficial restructure of store inventory and assortments better suited to audiences in regional environments.

J. CREW

NOVEMBER 2017 - MARCH 2019

ASSISTANT MERCHANT | NYC

- Organized assortments to align with overall department strategy, resulting in increased earnings.
- Kept a keen pulse on trends, helping to identify product opportunities and on-brand collaborators in a competitive landscape.
- Partnered with Design on seasonal product strategies to ensure customer needs were met and brand goals fulfilled.
- Collaborated with Production and Sourcing to guarantee quality goods, AUC profitability, and speed to market.
- Communicated seasonal investment strategies to Planning and Allocation teams, ensuring big ideas and growth drivers were protected, and an appropriate markdown and promo cadence was planned.
- Partnered with Social and Advertising to brainstorm content strategy and messaging.
- Placed and tracked all department purchase orders.
- Oversaw the visual merchandising of product online.