TAYLOR RENN

CONTACT

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Richmond, VA

WILLING TO RELOCATE

EDUCATION

NORTH CAROLINA
STATE UNIVERSITY
Class of 2015 | Summa Cum
Laude

SKILLS

PLM, ERP Software (BeProduct,
FlexPLM, Apparel Magic)
WMS Software (Shiphero,
CIN7)
PM Software (Trello, Asana,
Clickup)
Adobe Design Suite
Google Workspace
MS Excel
Big Query
HTML, CSS
Shopify
Figma

ADDITIONAL WORK

J.Crew
Ralph Lauren
J.Crew
Billy Reid
Raleigh Denim
Abbr. Projects
Parade Grounds

EXPERIENCE

EAST FORK   MARCH 2022 — PRESENT
BUYER | REMOTE

• Curating and procuring an assortment of non-pottery products from value-aligned vendors that reflects and expands East Fork's brand aesthetic, generates revenue, supports customer understanding of the brand's in-house work, and builds brand equity
• Collaborating with the Design and Senior Leadership to develop private label product, packaging tech packs, and ensuring product meets quality standards
• Initiating, building, and maintaining mutually beneficial relationships with vendors and manufacturers, negotiating equitably to ensure target costs and margins are met
• Creating product roadmaps, calendars, and leading seasonal assortment reviews with key stakeholders from senior leadership
• Setting and exceeding department KPIs, successfully growing the net revenue of the non-pottery product department by 39% YoY and increasing average gross margin through keen margin analysis
• Maintaining purchasing budget based on quarterly open-to-buy
• Managing the product life cycle for all non-pottery products, maintaining adequate inventory levels across all channels and avoiding stock outs
• Creating appropriate workflows for new product releases and overseeing those flows in collaboration with Fulfillment, E-Commerce, Retail, and Marketing teams
• Ensuring the on-time delivery of all product
• Collaborating with E-Commerce team on digital merchandising, cross-selling, and upsell opportunities to increase AOV
• Collecting, analyzing, and communicating sales and performance data by product and category

SOUNDS   NOVEMBER 2019 — DECEMBER 2021
PRODUCT DEVELOPMENT MANAGER + WHOLESALE LEAD | NYC

• Partnered with CEO to develop and launch 10 original products (41 SKUs) based on sales data, company brand identity, and market opportunities
• Defined product and wholesale 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 wholesale 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
• Cultivated relationships with manufacturers that complied with company's rigorous sustainability standards and budgetary requirements
• Conducted and presented quarterly wholesale sales analyses
• Managed the design, maintenance, and distribution of SOUNDS linesheets, lookbooks, and marketing assets
• Produced web development project for wholesale portal to improve UX and client conversion and retention

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 teams to effectively manage allocate 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