

TAYLOR RENN

CONTACT

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2615- 1/2 E Grace St.
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EDUCATION

NORTH CAROLINA STATE UNIVERSITY
Class of 2015 | Summa Cum Laude
B.A. Communication (PR)
A.A.S. German

TECHNICAL SKILLS

Google Workspace
Dropbox
Adobe Design Suite
MS Excel / Apple Numbers
PM Software (Trello, Asana)
Facebook Ads Manager
Google Ads

ADDITIONAL WORK

Billy Reid
Ralph Lauren
Raleigh Denim
Leith Marketing
Abbr. Projects
Parade Grounds

EXPERIENCE

SOUNDS

NOVEMBER 2019 - PRESENT

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 \$110k+ 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.
- Worked with MICs to successfully place purchase orders.
- Oversaw the visual merchandising of product online.