

EDUCATION

University of California Berkeley

May 2018

Major: Political Science

EXPERIENCE

Banana Republic Factory

Merchant

2023-Present

- Omni in-season and pre-season management for Knits and Woven Tops, worth \$180M annually, 30% of North America Women's Outlet Business
- Relaunched Knits and Woven Tops core portfolios, modernizing assortment architecture and sophisticated buying strategy through the "scarcity model."
- Chased into \$3M cost YTD, reading and responding to in-season business needs. Under ownership, Knits business delivered a \$2.8M beat to plan for Q3, the highest in Women's Division.
- Manager of Assistant Merchant

Banana Republic

2021 – 2023

Merchant

- Omni in-season and pre-season management for North America Specialty Women's Accessories, Shoes & Jewelry.
- Relaunched Women's Shoe & Bag business. Managed development of new Italian-made assortment, including repositioning pricing architecture, leading initial buy and chase strategy, and working cross functionally to elevate customer's omni experience. Under ownership, Shoes relaunch delivered +60% Blended Comp to last year.
- Managed multiple vendor relationships across Bags, Shoes & Jewelry. Project managed the shipping, packing, customer experience and operational logistics of one-off specialty partnerships
- Piloted BR Specialty ship from store distribution model in Jewelry business.
- Managed and developed a Merchandise Assistant through to promotion

Assistant Merchant

2019 – 2021

- Omni in-season and pre-season management for Japan Specialty Women's Merchandising
- Partnered with Tokyo-based team to develop international exclusives and curate assortment towards Japanese customer
- Category ownership: Pants, Denim, Knits, Wovens, and Non Apparel
- Launched BR Vintage for the North American market. Assorted two collection drops, developed pricing architecture, and managed operational logistics of the pilot program. Drop earned over 1M media impressions (spanning WWD, GQ, Nylon and more)

Gap Inc, Banana Republic

2018 – 2019

Rotational Management Trainee (RMP)

- RMP is a retail training program that includes hands-on rotations in Merchandising, Inventory Management, Production, Digital and Design
- Collaborated on teams in each rotation with in-season responsibilities including recapping weekly business, proposing and executing pricing action, allocation, and daily communication with sourcing partners
- Completed classes and activities that mimicked preseason business milestones, including hindsighting, analyzing competitive landscapes, creating seasonal strategies, assorting, and buy planning
- Presented three final projects to senior leadership; ranked in top percentage of cohort

Gap Inc

2017

Talent and Communications Intern

- Worked alongside SVPs and Senior Directors as a part of Banana Republic's Talent Branding Task Force. Interviewed employees from across the brand and analyzed and presented cultural themes to the entire Banana Republic HR department
- Supported the Employee Engagement Activities of the Banana Republic Communication's team
- Created written and video content for Gap's Internal site, GapWeb

Gap SF Flagship Store

2015 – 2016

Lead Stock Associate

- Simultaneously replenished the store floor, conducted inventory counts and completed stock checks at the West Coast Flagship. After a month, assigned the responsibilities of Lead Stock, relaying daily tasks from the manager to employees
- Through efficiency and proactivity, kept the store organized and orderly for the 6,000-10,000 daily customers

SKILLS & INTERESTS

Skills: Excel, Microsoft and Google Suites, Miro, Canva, Wix, Windows Movie Maker, iMovie, Adobe Photoshop Elements

Additional: President of 2018 Collegiate National Triathlon Championship team; Studied Abroad in Florence, Italy; Earned Girl Scout Gold Award; UC Rally Committee Member; Event Planning & Charcuterie Board Enthusiast: www.goldengategals.com