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Experience

**2005-To 9/30/2021 Sunbird Shopping Center. Company Sold and had their own buying staff
Sporting Good Buyer/ Advertising, Marketing, Donation Manager, Freight management**

Buyer: Responsible for sales, gross profit, turns. Negotiate with Vendors, discounts, terms, advertising money, prepaid freight, and special buys.

Attend trade shows.

Identify new market trends and companies.

Write future and weekly fill-in purchase orders.

Write bi-weekly ads.

Merchandise sales floor as seasons changed, direct staff on merchandising of product.

Send back defective merchandise to vendor.

Advertising Manager: Responsible for overseeing print advertising budget and social media marketing.

Facebook/Website updates/ approve updates to site and post to social media.

Work with graphic designer on ad layout to insure vendor logo's meet co-op requirements.

Negotiate with print division on rate and insertion cost.

Submit co-op claims for reimbursement.

Donations: Review donation request and make decision based on request. Attend dedicated events or fund raisers on behalf of the company.

Freight shipments: Currently routing of freight shipments, I am skilled in figuring out how to cube shipments and classified various products. Worked with third party LTL shipping companies for the most cost-effective way to have our goods shipped. Negotiate with freight companies for additional discounts

2002-2005 Washington Shoe Company

Inside Sales Manager/Outside Sales Representative/Product Development and Design

Inside sales manager: Provided training to inside sales staff to plan appointments with customers at major trade shows.

Set goals for the inside sales staff.

Sales Rep: Attend all major trade shows and buy group trade shows. Contact customers prior to trade shows and set appointments. Contact potential customers to set appointments at trade show. Booth set up and teardown.

Called on customers in Washington, Oregon, and Alaska. Traveled Monthly in Washington and Oregon to write fill-in orders. Book Spring and Fall orders. Traveled to Alaska twice yearly.

hitting sales goals and increasing sales.

Product Designed: Work boots, women's fashion, hiking, rubber boots, waders and private label footwear for Worldwide Distributor buying group.

Traveled to China and worked with factories to ensure product quality and packaging meet company standards.

1977-2002 Swains General Store

Worked in Sales on The Floor - Promoted to Footwear Buyer In 1980. Co Advertising Manager 1989-2001. 1998-2002 Promoted to Merchandise Manager

Buyer: sales, inventory, labor and (ROI) Return on Investment.

Travel to major trade shows and identify current trends and categories with-in the footwear category.

Advertising Co Manager/ negotiate print rates/ monitor ad results and meet with buying staff on results.

Provide suggestions on how to improve sales by department with-in each department.

Reduced advertising expense while increasing sales per customer.

Merchandise Manager: Oversee the hard lines and soft lines buying staff assuring they stayed with-in budget. Offered suggestions on how to increase sales and (ROI) return on investment.

Travel to major trade shows with buyers to look for latest items, brands, and trends.

Monitored cash in the bank, over saw monthly accounts payable, and payroll.

Oversaw the opening of two new stores.

Worked with the store managers on labor hours and buying staff to identify areas of strengths and weakness to improve overall performance and (ROI) return on investment within each store.

Advertising: Accomplishments Successfully reduced advertising expenditure by \$68,000 while increasing the sales per customer. With Better advertising planning and by using Co-op funds and the reviewing ad items the average customer count on a corporate level increased to 1393 customer per month in the first year.

This resulted in an increase from 14.91 average sales per customer to 20.62.

Industry Experience and Achievements

- Worldwide Distributors footwear committee 1982-2002
- Longest serving committee member served 20 years in assisting the Footwear Coordinator in design and development of private label footwear
- Identify vendors that would be beneficial to the Worldwide Members
- Negotiate increased discounts based on the increased sales by the members of the buying group
- Travel to four trade shows a year buying and assisting the Footwear Coordinator
- Columbia Sportswear 1999-2002 invited by Columbia sportswear twice a year to preview spring and fall footwear prior to production of hiking, trail, winter, and casual footwear prior to production of Columbia and Sorel Footwear

Education:

- Port Angeles High School
- Peninsula Community College Classes in Business
- Karrass Effective Negotiating
- Rockhurst University/ Management Skills for First Time Supervisors
- Jim Rough Dynamic Facilitation

Skills

- Customer Service
- Planning Monthly sales calls/travel
- Leadership Team Building
- Strategic Planning/Increasing Sales
- Vendor/Customer Management
- Budget Planning

- **Industry References**

Mark Moehring Vice President Washington Shoe Co. 253-234-3000

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HA Bales Vice President/Buyer Sportco/Outdoor Emporium 253-922-2222

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Mike Mudd Merchandise Manager/Buyer Swains General Store 360-452-2357

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Pat Dalton Worldwide Distributors Footwear Coordinator Retired 206-683-4401