

Frederica Bonner

8800 S. Harlem Ave #2006 Bridgeview, IL 60455 786-270-9501 b.frederica@yahoo.com

Summary of Qualifications

Achieved an increase of total sales by 10% in Contemporary Brands (DKNY Bridge, Anne Klein Bridge, Joes Jeans, BCBG, French Connection, Juicy, Plenty by Tracy Reese) while decreasing the markdown rate by 10% and beating turn by 7%. Developed 3-year growth strategies for Michael Kors and Nike which increased sales to 17% over ly and 10% to plan. Challenge top-down assortment flow plans created by Buyers while creating bottom-up plans to ensure sufficient pre-season quantity is bought to support the coverage needs of key items. Willing to travel and relocate.

Professional Experience

April 2006- January 2009

Macy's

Miami, FL

Assistant Merchandise Buyer/Planner II (Contemporary, Swim & Nike, Adidas, Puma)

- Maintain open communication with the MPD and DMM to develop product mix, improving merchandise strategies, and introduce new merchandise which will increase sales volume that best match customers' needs in marketplace.
- Collaborate with multiple buyers to identified opportunity to cut cost by analyzing impacts of adding or removing SKU's which increased gross margin to 42% in Moderate Sportswear.
- Recommend mark-down rates based on product sales volume, replenishment and allocation.
- Analyze and monitor sales records, trends and economic conditions to anticipate consumer buying patterns and determine the inventory levels need for each store location.

June 2002- March 2006

Finish Line

Tallahassee, FL

Visual Merchandiser Manager

- Developed new merchandising strategies, using display space effectively.
- Created visual standards and merchandising high-ticket items while performing extensive training and development on programs required; brand knowledge.
- Working alongside store management and train sales associates to ensure visually presenting clothing, displaying windows in a visually appealing way.

Academic Background

January 2009-August 2009

Moraine Valley Community College

Palos Hills, IL

Certification: Supply Chain Management/Logistics

August 2003- April 2006

Florida State University

Tallahassee, FL

B.A: Product Development

August 2001-2003

Tallahassee Community College

Tallahassee, FL

A.A: Fashion Merchandising

Achievements

2006 Impact Award for Strategic Planning for Better Sportswear (increase Better Sportswear (Alfani, Jones of New York, Anne Klein, Michael Kors, Karen Kane by +12% to ly)

2007 Departments of the Month (August, September, November & December, January)

2008 Departments of the Month (March, April, May)

2007 Merchant Team of the Year (Contemporary & Bridge)

2007 Impact Award for Michael Kors 3 year Growth Strategy (increase sales by +17% to ly)

Computer Skills

Proficient in Windows XP, Microsoft Word, Excel, Power Point; Photoshop, AutoCAD, SAP, Mainframe, POS, Arthur Allocation