
Experienced and driven Business Analyst, Buyer, and Senior Business Consultant, with a demonstrated history of working in the retail industry. Highly analytical professional skilled in Sales, Forecasting, Financial Analysis, Product Assortment Planning, Merchandise Planning, Marketing, Operations, and Inventory Control. Extremely organized and articulate, with a passion for data analysis and interpretation. Strong interpersonal and communication skills, while also very independent.

WORK EXPERIENCE

Dick's Sporting Goods – Senior Business Analyst (04.2024 – current) Pittsburgh, Pa

- Lead rollout and change management initiatives across the Merchandising teams focused on Inventory and Order Fulfillment strategies within the Assortment Planning, Buy Planning and Purchasing Optimization tool kits.
- Develop and teach best practices, applying data-driven decision-making techniques to users within the Merchandising organization. Compile, prepare, and maintain reports and presentations pertaining to the end-to-end pre-season merchandising process.
- Facilitate understanding of Assortment Planning and Buy Planning Inputs and Outputs. Guide teams in understanding how to adjust strategic levers in order to optimize our inventory to support the merchandising strategy
- Partner with Buyers, Planners and Allocations teammates to ensure Omni channel Buy and Allocation strategy aligns with overall inventory flow strategy and financial plans. Identify any gaps and develop strategies to maximize inventory productivity. Collaborate with Merchandising Teammates to influence Assortments including the continual evaluation of demand, inventory forecasting and optimal product flow.
- Prepare and deliver actionable insights through Ad-Hoc analysis across company initiatives, hindsight projects and business strategies. Utilize a solution-oriented approach by delivering a viewpoint rooted in fact as well as forward looking recommendations.
- Adjust training approach based on an understanding of Retail Merchandising business needs, considering the varying requirements of different user groups (experience level, category, timelines).
- Collaborate with the Enterprise Reporting team to integrate merchandising data into actionable reporting, working cross-functionally to deliver dashboards and reporting tools for Merch/PAR business teams.

Dick's Sporting Goods – Senior Business Consultant (05.2022 – 04.2024) Pittsburgh, Pa

- Analyzed challenges within the business with the partnership of numerous internal teams to develop and implement strategic recommendations. Created processes to then implement into strategic plans. Applied strategies to operation.
- Researched the competitive landscape to present insights to senior leadership. Ensured that current market trends are always top of mind and that all decisions are backed by the data.
- Communicated and presented headwinds/tailwinds to executives, conveying key takeaways effectively and efficiently.

Dick's Sporting Goods – Senior Merchandising Manager (10.2020 – 05.2022) Pittsburgh, Pa

- Developed strategic merchandising initiatives with GMM, DMMs and VPs/SVPs of Merchandising for areas of responsibility. Initiated strategic meetings with the merchants including GMM, DMMs, Buyers, and Planning & Allocations partners to understand the goals and objectives of merchandising projects including floor layout, fixture needs, assortment tiers and regional initiatives. Regularly worked at both the executive and management level to work collaboratively across multiple departments and present concepts to Executive Leadership.
- Responsible for overall merchandising strategies and process development. Drove sales, margin, turn and merchandising initiatives by ensuring continued improvement of all visual merchandising communication and planning processes.

Dick's Sporting Goods – Merchandising Manager (02.2020 – 10.2020) Pittsburgh, Pa

- Oversaw standards for development of the Playbook and managed update schedule to reflect current DSG Merchandising standards. Surfaced opportunities for improvement - documents for future application, including timing, presentation, signing, merchandise opportunities, etc.
- Collaborated with Store Planning teams to create and maintain accurate adjacency plans from all areas account for any discrepancies, overlaps, versioning, etc. Managed and developed the DSG Seasonal Set Calendar to reflect developed merchandising strategies; communicated Gameplan publication and execution timelines for LOB.
- Ensured all project deliverables and deadlines were met in partnership with Director of Merchandise Presentation.
- Managed the creation of Gameplans including overall strategies, merchandising details, layouts, instruction, signing and visual presentation elements needed for proper execution at store level.

Dick's Sporting Goods – Merchandising Manager (CONTINUED) (02.2020 – 10.2020) Pittsburgh, Pa

- Communicated strategies to coordinator teams for further development and execution. Reviewed and approved all Gameplans, Updates and Standards (from development to completion) to be approved by Director of Merchandising. Developed and communicated the planning schedule for all in-store walk-throughs. Used store visits to solicit feedback and develop ideas for future best practices.
- Oversaw daily workflow and time management for direct reports. Trained direct reports in established protocol for file library maintenance. Specialized in motivating teammates and improving sales through metric research and analyzing current sale trends.

Dick's Sporting Goods – Buyer & Planner (04.2017 – 02.2020) Pittsburgh, Pa

- Developed Category Assortments: Developed and managed merchandise assortments for total department of product, in partnership with the VP, DMM (Divisional Merchandise Manager). Ensured the assortment meets the consumer's needs and the brand vision. Collaborated with business partners in Planning and Allocations to review financial plans and ensure alignment between financial expectations and assortment. Lead negotiations with existing and new vendors. This included securing the terms of vendor contracts, pricing and setting expectations for the partnership. Partnered with the VP, DMM on approach and management of the relationship. Analyzed economic, financial, market, competitive/noncompetitive and industry data to assess current business strategies or identify future business opportunities. Spoke to trends, by translating opportunity into actionable assortment, pricing and experience decisions. Gained alignment with the DMM, and GMM. Presented pre-season line review to leaders up to Chief Merchant. Demonstrated expertise in product category and financial expectations.
- Managed In-Season Business: Worked closely with Planning and AR on shifts in business trajectory. Leveraged performance indicators and open to buy position throughout the season to chase opportunities and mitigate risk. Assessed opportunities and reacted to trends within the business, including identifying the underlying cause. This included updates to advertising, pricing, assortment needs and digital strategies.
- Executed Operational Needs of the Category: Delivered accurate execution of the tasks associated with new line delivery (style setup/creation, PO writing, etc.). Reviewed and analyzed department reporting. Based on analysis, provided action plan to management for buy-in. Once approved, executed the plan accordingly. Owned the execution of the advertising strategy from Promo Planning activities to ad proof accuracy.
- Developed Effective Partnerships: Built strategic relationships with vendors and cross functional partners and Directors to discuss the business overall, recent trends, etc. Leveraged vendor relationships to gain knowledge and data as it pertains to product category. Participated in market trips to stores to assess and monitor performance and customer satisfaction. Aimed to gain insights from field leadership and employees. Ensured accurate and timely communication with the Visual team on upcoming Gameplans to gain alignment with category strategy. This included offering product placement recommendations and communicating adjustments.
- Developed Self and Others: Trained and mentored Assistant and Associate Buyers by sharing experience, knowledge and best practices. Established best practices across the larger team to drive productivity and efficiencies. Participated in and act as a representative for the Buying office on cross-functional projects and focus groups as needed. Ensured the intricacies of product category are integrated in system, process and reporting enhancements.

Giant Eagle, Inc. Pittsburgh, Pa

- Senior Analyst: Marketing, Advertising, and Sales (02.2016 – 04.2017))
- Associate Analyst: Merchandising Systems and Operations (01.2015 – 02.2016)
- Analyst: Merchandising Systems and Operations (05.2014 – 01.2015)
- Intern: Corporate Buying & Planning (05.2013 – 08.2013)

EDUCATION

Duquesne University – BSC, Business (08.2010 – 05.2014) Pittsburgh, Pa

Palumbo-Donahue School of Business | Double Major: Management & Analytics | Minor: Supply Chain | Cumulative GPA: 3.85/4.00
Honors: Dean's List (2010 – 2014) | Graduated Magna Cum Laude

Duquesne University – BLA, Liberal Arts (08.2010 – 05.2014) Pittsburgh, Pa

McAnulty College School of Liberal Arts | Major: Political Science | Minor: Corporate Communication | Cumulative GPA: 4.00/4.00
Honors: Dean's List (2010 – 2014) | Graduated Magna Cum Laude

PROFESSIONAL CERTIFICATIONS

Statistics & Finance: Duquesne Univ. | Interpersonal Communication: Duquesne Univ. | Instructional Tech: Duquesne University