

# Teresa K. Anthony-Jones

4 Some Street City, State 90201  
 (555) 555-5555 tkjones@gmail.com

**PROFESSIONAL SUMMARY:** Strong background in merchandising, development, sourcing and launching consumer products. Knowledgeable in sales metrics such as gross margin and demand. Proficient in Microsoft Office, Navision, Direct Tech and Direct Commerce.

**EDUCATION:** Acme University, Master of Business Administration, May 2014  
 ABC University, Bachelor of Arts, Political Science, May 2005

## EMPLOYMENT:

### Acme Cuddle, City, State

May 2011-Current

*Product Manager: December 2016-Current*

*Associate Product Manager: July 2014-December 2016*

- Develop and source over 25 new basic bedding products annually for Acme Cuddle's catalogs
- Track product performance and effectiveness using a number of metrics including gross margin, demand dollars, color and size selling
- Maintain retail, cost, margin, and product specifications for all current items in Access
- Research market trends to impact product strategy
- Present new items to the leadership team in Massachusetts
- Source, set up and order over 50 new products annually for the retail store

*Assistant Product Manager: May 2011-July 2014*

- Assist in the development and sourcing of new products for Acme Cuddle's basic bedding category
- Send out all product paperwork to vendors
- Set up new items and maintain current items in Access
- Source, set up, and order over 50 new products annually for the retail store
- Build 12 product assortments of 70+ items for Acme Cuddle monthly events on external website

### Acme Kitchen, City, State

February 2007-April 2011

*Merchandise Buying Coordinator: September 2009-April 2011*

- Source, sample and buy over 30 new items for the Pet, Media and Candle Departments
- Act as first contact for vendors
- Develop multiple private label candle programs
- Manage the flow of over 100 samples annually
- Set up all new items in Navision

*Buyer's Assistant: February 2007-September 2009*

- Write over 40 purchase orders monthly for goods not produced on site
- Track unit sales & dollar sales
- Serve as primary contact for outside vendors
- Forecast quantities for reorder
- Maintain vendor compliance

# Teresa K. Anthony-Jones

MERCHANDISING & PRODUCT DEVELOPMENT

📍 Somewhere

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DATE

Dear Hiring Manager:

I am writing to express my interest in the role of <insert position title>. I am excited to apply for this role because the required skillset closely aligns with my skills and competencies. Additionally, <describe why the company's product, service or industry aligns with your career goals>.

Over the course of my 12-year career journey, I have continuously evolved my skills and competencies in merchandising and product management roles at retail companies. I started my career at Acme Kitchen, where I developed multiple private-label candle programs in addition to sourcing, sampling and purchasing new products for two other categories. At Acme Cuddle, I currently develop and manage product lines in three categories, averaging 42% of total gross profit for the company.

My enclosed résumé summarizes relevant highlights of my qualifications and more recent experience:

- <List a skill or accomplishment from your résumé that matches the highest listed skills/experience in the job description, even if they were lower priorities in your previous work>
- <Consider providing two to four examples>

An interview would allow me the opportunity to discuss how my professional and educational background allow me to bring value to your organization. I can be reached at 555.555.5555 and would be glad to make myself available at your earliest convenience. Thank you for your time and consideration.

Sincerely,

**Teresa K. Anthony-Jones**

Enclosure: Résumé

# Teresa K. Anthony-Jones

## MERCHANDISING & PRODUCT DEVELOPMENT

📍 Somewhere

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in [linkedin.com/in/teresakanthonyjon/](https://www.linkedin.com/in/teresakanthonyjon/)

## Summary

Merchandiser and product manager with 12 years of experience managing retail products in catalog, store and online settings. Well versed in tracking key performance indicators (KPIs) throughout the product lifecycle to ensure strong sales and high profit margins. Superior analytical, problem-solving and organization skills used to collaborate across teams to drive sales goals. Able to research and tap into consumer trends to develop strong-performing product strategies. Demonstrated ability to overcome cultural and language barriers to build relationships with domestic and international vendors.

## Areas of Expertise

- Assortment Planning
- Catalog Planning
- Category/Product Strategy
- Domestic/International Vendor Relations
- Market Research & Trends
- Merchandising Strategy
- Pricing Strategy
- Product Buying & Development
- Product Management
- Product Performance Reporting
- Purchase Orders
- Sales & Margin Goals

## Professional Experience

**Acme Cuddle • City, State**

**May 2011 – Present**

*Subsidiary of Acme Group, Inc.; a luxury manufacturer of bedding, slippers, sleepwear, and home décor, with comforters and pillows made exclusively in the Maine factory.*

**Product Manager • December 2016 – Present**

**Associate Product Manager • July 2014 – December 2016**

Develop and manage product lines in the bedding, pet and home décor categories, including comforters, pillows, featherbeds, blankets, mattress pads and protectors, and lighting. Managing two team members, oversee each product lifecycle, from development and launch to performance tracking and analytics.

- Within managed categories, turned an annual gross profit of over \$9 million, averaging 42% of total gross profit for the company.
- Saw great success with the quilted fleece and single layer fleece blankets, with 90% of customers giving the quilted fleece blanket 5-star reviews. Both blankets have since become core programs, with additional colors as well as a rare throw size now offered.
- Took the initiative to oversee preparations for 5 catalog planning meetings per year. Compare, analyze and determine new, continued and core products for each category, and present recommendations to parent company's executive team.
- Expanded scope of responsibilities by taking over and learning the upload process for 9 online catalogs containing 5,000+ SKUs. Tasks include creating spreadsheets for review, assigning each product a measurement to ensure appropriate distribution of cost, preparing files for uploading, auditing uploads for accuracy, and upload maintenance.
- Worked with international vendors to introduce an average of 30 new products per year across 9 catalogs, overcoming language barriers by finding creative, visual ways to communicate needs.

### **Assistant Product Manager • May 2011 – July 2014**

Assisted the product manager responsible for the comforter, pillow and basic bedding categories. Built assortments for company's monthly sales events on external website. Responsible for buying in the gift category for company's retail store, which included sourcing, sampling, setting up, and ordering all gift items.

- Responsible for all assortment and buying activities for the retail store. Sourced products by reviewing catalogs, meeting with vendors and traveling to product shows, and made final recommendations to retail store manager. Wrote purchase orders for items, tracked inventory and reordered items as needed, and oversaw quality control for delivered items.

### **Acme Kitchen • City, State**

**February 2007 – April 2011**

*A specialty food producer selling jam, chutney, jellies, grill sauce, cooking oil, and mustard in 42 countries.*

### **Merchandise Buying Coordinator • September 2009 – April 2011**

Sourced, sampled and purchased over 20 new products for the pet, media and candle categories, serving as first point of contact for vendors. Managed the flow of over 100 samples annually.

- Developed multiple private-label candle programs, including sampling and selecting scents, collaborating with the design department to create labels, and submitting purchase orders. Tracked sales to analyze product performance and decide whether to keep or mark down and discontinue scent.
- Oversaw and coordinated logistics for company's annual Holiday Product Presentation, used to introduce new holiday season products to staff. Ensured accuracy of product information in handouts and helped build a mock store to demonstrate appropriate display layouts. Sourced donations from product vendors to create gift baskets for attendees.

### **Buyer's Assistant • February 2007 – September 2009**

Prepared 40+ purchase orders per month for goods produced offsite. Served as primary point of contact for vendors and maintained vendor compliance. Tracked unit and dollar sales as well as forecasted quantities for reorder.

- Learned to forecast and reforecast quantities for reorder by reviewing sales and determining whether to issue new purchase orders or adjust previously issued purchase orders.

## **Education & Skills**

### **Education:**

#### **Master of Business Administration**

Acme University • City, State

#### **Bachelor of Arts, Political Science**

ABC University • City, State

### **Technology Skills:**

Direct Commerce • Direct Tech • Microsoft Office • Microsoft Teams • Navision