

Bernardi Elane

Audi Senior Manager, Retail Merchandising

Summary

I'm 34-old Audi Senior Manager, Retail Merchandising with over 10 years of experience in Basic knowledge of Excel, Preferred, qualifications include and Bilingual – Spanish speaking is highly . Certified in and . A team player, who can work in a very busy team!.

Expirience

Audi Senior Manager, Retail Merchandising Gyroadembells Sales , Diamond, NJ

2018 to Present

- + Accountable for planning, buying and distribution of products for own retail stores
- + Seasonal travel to 5 US stores to understand customer trends/patterns and store needs
- + Leader of Audi of America (AoA) Retail Merchandise (incentive) department and all supporting processes
- + Lead development of special editions for seasonal sales events in close coordination with product planning and distribution
- + Partner with other members of IT to ensure Global retail initiatives align with operational needs
- + Create, update, change, distribute and communicate assortment plans to appropriate business partners on an ongoing basis

Retail Merchandising Lead-field Support Corpold Trading , West Olive, MI

2017 – 2018

- + Maintain schematic standards and integrity through consistent communication with Retail Supervisor and other retail personnel
- + Support the Global Retail Merchandising (GRM) team ? meeting setup & scheduling, administrative support
- + Manage the budgeting, development, and coordination of all retail sales support programs
- + Assist countries on development of seasonal product and assortment plan and open to buy budget
- + Complete assigned analysis projects and analytical reviews of the sales and execution work performed by the Retail Team

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in bernardi-elane-9617636

Skills

- + Preferred, qualifications include
- + Bilingual – Spanish speaking is highly
- + Basic knowledge of Excel
- + Good knowledge of written and spoken English
- + Critical thinking and strong follow through skills
- + A team player, who can work in a very busy team!

Reference

Chesnutt Glynda

Head of Sales
Gyroadembells Sales

📞 860-695-7513

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Doepner Gita

Head of Sales
Corpold Trading

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Internship Within Outlet Retail Merchandising **Milkovich Enterprise , Mitchell, OR**

2015 – 2017

- + Key liaison between AoA Operations and AoA Finance, developing strategies to maximize contribution margin
- + Maintain schematic standards and integrity through consistent communication with Retail Supervisor and other retail personnel
- + Manage the budgeting, development, and coordination of all retail sales support programs
- + Propose actions to be taken for current and future seasons, based on analysis insights
- + Analyse sales data to identify trends and opportunities for future stock requirements

Fall Retail Marketing & Visual Merchandising College Trainee **Giacomini Sales , Dover, FL**

2013 – 2015

- + Key liaison between AoA Operations and AoA Marketing, implementing sales and marketing strategies to grow retail market share
- + Lead development of special editions for seasonal sales events in close coordination with product planning and distribution
- + Meet/exceed schematic standards by ensuring all items are in distribution and set to shelf standards
- + Ensure implementation of Outlet products in all systems needed, in time for order placement

Retail Merchandising Intern Summer **Skidmore Enterprise , Ralston, OK**

2009 – 2013

- + Communicate individual Store and Department Weekly Best Sellers to Stores and Sales Team
- + Identification of merchandise opportunities to make better decisions in planning and buying
- + Key liaison between AoA Operations and AoA Marketing, implementing sales and marketing strategies to grow retail market share
- + Conduct seasonal competitors' product and pricing strategy analysis, and periodical report functions

Education

Degree in Sales specialisation **University of Jordan, MN**

2005 – 2009

