


NICOLE STRANDBERG

ADAPTABLE MERCHANDISING & PRODUCT DEVELOPMENT PROFESSIONAL
EXPERIENCED IN ANALYSIS & COLLABORATION, WITH A PASSION FOR PRODUCT
AND CUSTOMER. SKILLED MULTITASKER AND DILIGENT PROBLEM SOLVER.

 763.234.9669

 nicolemstrandberg@gmail.com

 Portland, OR

 in/nicole-strandberg

EXPERIENCE

Hanna Andersson, Portland, OR

Merchandise Manager | 2019-20

- Category Lead for \$30M Boys & Kids Unisex Apparel business, 15% of the total brand. Drove \$1.4M of topline growth in Boys category for 2019, which outpaced total company growth
- Analyzed sales data, consumer insights, & market trends to drive and develop a digitally-focused omni product assortment and customer experience
- Led cross-functional team to develop premium quality product that drove toward achieving target COGS, margin, and volume goals
- Appointed merchandising functional lead for successful execution of the go-to-market calendar, anticipating needs for each milestone meeting and ensuring deadlines were met
- Managed and developed a high-performing assistant. Provided direction and support through clear communication, problem solving, and prioritization while managing multiple seasons and deliverables

Associate Merchandiser | 2017-19

- Conducted customer, competitor, and market trend research to identify gaps or opportunities in #1 volume category for brand
- Presented and achieved sign-off from senior leadership on key initiatives such as optimizing 2pc swim offering as sets, leading to +23% sales growth and beating topline sales plan by \$400k
- Attended all Product Development meetings such as fit sessions and costing reviews, making final decisions and/or elevating concerns to ensure deadlines were met
- Executed ad-hoc analyses and delivered to senior leadership, both in verbal presentation and written form

Merchandising Assistant | 2015-17

- Assisted Merchant in planning Girls Apparel & Accessories assortment
- Managed style maintenance in PLM system and in visual CAD form for up to 400 styles each season
- Communicated line changes, website re-sort requests, and any copy detail concerns

Target Corporate, Minneapolis, MN

Sr. Product Development Coordinator | 2010-15

- Executed vision for 4 Newborn categories by managing the approval of up to 300 artwork and sample submissions each cycle
- Facilitated detailed communication with global vendors regarding deadlines and creative feedback
- Collaborated closely with Design, Merchants, and Sourcing from point of concept to product creation
- Assisted in planning & optimizing plan-o-gram
- Worked on special projects to drive innovation and process improvements

ShopHQ Network, Eden Prairie, MN

Merchandising Internship | 2010

- Coordinated and communicated overall product information for multiple essential departments
- Facilitated organization of data entry and management of detail in product attributes and presentation standards
- Processed purchase orders worth up to \$50,000

EDUCATION

University of Minnesota | 2010

Minneapolis, MN

B.S. Retail Merchandising & Business Management Minor

SKILLS

Microsoft Office - *Advanced Excel*
Power BI Reporting & Analysis
PLM System Management
Adobe Illustrator - *Basic*
Presentation & Public Speaking
Cross-functional Team Leader
Effective & Detailed Communicator