

Emily Simmons

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WORK EXPERIENCE

Fair Harbor Clothing Wholesale Operations Manager | New York, New York

03.2023 — 05.2023

- Responsible for managing the daily operations of the wholesale business, working cross-functionally with sales, planning, marketing and logistics. Introduced B2B marketing campaign calendar, utilizing NuOrder and outside mail clients to direct specialized campaigns to key retailers. Managed NuOrder and Netsuite and EDI sales pipelines from initial order through fulfillment and after delivery, acting as a dedicated customer service manager for wholesale accounts. *Laid off due to a company-wide workforce reduction.*

Craighill Sales Manager (B2B) | Brooklyn, New York

09.2021 — 08.2022

- Owned relationships with 350+ accounts through consistent contact, custom decks and media, informative newsletters, and other strategic B2B marketing initiatives aimed at driving engagement and cultivating positive associations with the brand and product
- Onboarded new accounts and managed all pertinent data throughout a complex omni-channel presence, finishing 13% over budget for 2021
- Boosted Average Yearly Spend in 2021 by 89%, exceeding sales goal with 40% increase across accounts. Increased revenue by 168% overall for Q1/Q2 YoY, onboarding 73 new accounts and 9 additional sales channels by Q3 of 2022.
- Provided data based feedback to accounts using historical sales data to inform strategy, iterate on successful partnerships, and drive growth with key accounts. Presented key sales performance data weekly to co-founders and business associates.
- Designed reporting models in Excel, providing snapshot level visibility across teams for the sales pipeline, developed forecasting analytics and matched with the progress of weekly and quarterly plans, streamlining tedious end of month and end of quarter financial statements
- Translated intricate and detailed product knowledge to trade shows, wholesale merchandising, and custom marketing materials

Craighill Associate Sales & Marketing Manager | Brooklyn, New York

01.2020 — 09.2021

- Analyzed and guided sales and inventory projections for ecommerce, wholesale, and dropship accounts to monitor reorders, product specific conversion rates, gaps in product selection, inventory turnover, and sell through rates
- Established and strengthened vendor relationships with tailored and consistent communication regarding product updates and suggestions, lead times, and pricing. Presented company wide KPI reports monthly for sales and marketing, wholesale, and customer service analytics
- Promoted in 7 months from Sales & Marketing Coordinator, onboarded and mentored two employees to replace prior roles
- Engineered full scale customer service operational system to increase efficiency and enhance KPI reporting, resulting in a 33% YOY customer retention increase and presented KPIs company-wide on a monthly basis
- Managed e-commerce and B2B product listings and inventory, merchandising and product data, as well as authored gift guides, blog posts, landing pages, and promotional content
- Monitored and ensured delivery timelines, vendor compliance, sell through, and partner merchandising for dropship, big box, and standard retail accounts, prospected high value targets for expanding collection

Central Park South Sales Manager, Central Park Aesthetique | New York, New York

09.2017 — 11.2019

- Launched Central Park Aesthetique medical esthetics practice in 2018, spearheading customer acquisition and sales. Provided scientific and clinical understanding of medical technologies.
- Developed and orchestrated all operational systems for marketing, sales, events, treatments and documentation, and client support. Produced all creative assets, campaigns, social media and copy. Collaborated with Hearst digital marketing teams to optimize SEO, promote lead generation, develop web design and copy, and build promotional relationships.

The Lexington School The Learning Center, Instructional Specialist | Lexington, Kentucky

07.2016 — 07.2017

- Designed and implemented data driven methods and materials based on the Orton-Gillingham multisensory approach to address auditory, visual, kinesthetic and tactile learners with dyslexia. Prepared individual lesson plans and strategies as well as detailed progress reports for parents and administrators with data based evaluations, goals, and solutions.
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SKILLS

Professional:

*Written & verbal communication
Efficiency and systems planning
Data and KPI modeling in Excel
Relational sales strategy
B2B Sales & Merchandising
Strategic Planning
Startup experience*

Technical:

*Excel, Google, Microsoft Suite
Photoshop, Illustrator, Adobe Suite
Asana, Zapier, Airtable, Notion
Shopify & API Connections
Brightpearl, QBC, ERPs/EDIs
NuOrder, Netsuite, JOOR
Elastic, AWS, Gorgias*

Personal:

*Strong foresight and goal setting
Confident public speaker & leader
Time management & organization
Creative and critical thinking
Adaptable and pleasantly persistent
Detail oriented with quick recall
Type A meets creative mind*

PROFESSIONAL REFERENCES

Derek Miller

VP of Sales, Fair Harbor Clothing
derek@fairharborclothing.com

Melanie Feldman

Director of Operations, Craighill
melaniesf@gmail.com

Additional references available upon request