

KANDACE ANDERSON

CANDIDATE SUMMARY

- ❖ Most fulfilled and engaged at intersection of **consumer goods and business analysis**
- ❖ Comfortable presenting to executives, delivering action items and tackling the unknown
- ❖ Comfortable working with and/or leading several key stakeholders to accomplish common goals
- ❖ Passionate about bringing the brick and mortar shopping experience to the ecommerce shopper
- ❖ Experience with **data analysis** including SKU level demand planning for online retail and use of shopper and store data to uncover actionable insights; familiar with Nielsen and IRI
- ❖ Experience with the use of **ecommerce marketing analytics** (impressions, click through rate (CTR), etc) for maximizing site health, marketing activities and sales growth
- ❖ Passionate about fact based decision making
- ❖ Experience with **Excel** in complex formula creation, vlookup, pivot table, sumif, concatenation, use of macros, etc.
- ❖ Understands the importance of human resources, relationships within teams and internal/external customers
- ❖ Very competitive. Likes to WIN, see results, solve problems and learn constantly

EMPLOYMENT HISTORY

Ecommerce Account Manager | Endygo – Arlington, TX | September 2018 - March 2020

Tools & Systems Utilized: Wayfair Extranet customer portal, Power BI, Microsoft Excel, Outlook, PowerPoint, Slack

- Responsible for leading top e-commerce account with \$42MM annual revenue for case goods importer (products includes coffee/cocktail/entertainment furniture, upholstery, lighting, etc)
 - Account **exceeded annual sales goal** by \$2MM or 5%
 - Maintained **pay per click (PPC)** campaign ROAS of over 650% on average
- Completed and updated **forecasts** to develop annual goal, adjusting for category specifics and sales accelerators
- Developed and tracked **KPIs**, reacting as needed and adjusting KPI's to ensure visibility on the priorities
- Managed **launch of new products** on site including reviewing copy, feature bullets, image carousel, lead image, price points and collections consistency
 - Coordinated promotions and pay per click campaigns of new products
 - Account launched over 650 products annually
 - Managed product review program, selected items to include and then reviewing the reviews to highlight wins and also uncover problems to be corrected early in the product life cycle to avoid long-standing issues
 - Coordinated with marketing, quality and photo studio teams to address problems
- Regular analysis of **category performance** with considerations for new introductions, discontinued product, price competition and inventory availability
- Uses **analytics and creativity** to address complex problems.
 - Developed A/B marketing plan to determine best strategy for ramping up new product sales. Used sales and web analytics to determine best path.
 - Developed strategy for improving return on in-home catalog marketing spend by featuring different variants of same product across two drops
 - Developed weekly sales reporting to identify gaps in supply
 - Uncovered downward trends in productivity of “new” products within an assortment of 2300 products, spurring a shift in promotions and pricing strategy
- Developed **benchmarks for new products** by category which were used to identify and invest in early winners to ensure maximizing opportunities for product promotion
- Worked with key functional teams to assort **in-home catalogs**, client's greatest annual marketing spend
- Experienced with **retail math** metrics including margin, markup, COGS, rates of sale, demand, growth, loss, etc.

- Identify and work with quality team to address **quality** performance concerns
- Improved health of the online catalog by ensuring each product met **site merchandising and marketing** standards
- **Reported trends** in material, color, function and style

Purchasing Manager | Lennar, form. CalAtlantic Homes – Dallas, TX | June 2017 – September 2018

Tools & Systems Utilized: J.D. Edwards (JDE), Touchpoints CRM, Excel, Outlook, PowerPoint, Buzzsaw

- Successfully worked with co-purchasing manager and team of 6 to set up and **open 11 new home construction subdivisions** in the DFW market. Responsible for trade management & guidance, cost analysis & sourcing.
- **Managed 45% of trade base with annual spend of \$110MM and negotiated savings of almost \$400K**
- Managed and developed three direct employees. Clarified, tracked and assessed objectives and goals

Options (Category) Manager | Lennar, form. CalAtlantic Homes – Dallas, TX | August 2015 – June 2017

Tools & Systems Utilized: J.D. Edwards (JDE), Touchpoints CRM, MS Excel, Publisher, Outlook, PowerPoint, Buzzsaw

- Responsible for setting, monitoring and maximizing option retail pricing for 27 categories supporting 32 new home construction subdivisions spanning in sales price from \$350K - \$1.5M
 - **Major categories: cabinets, stone countertops, flooring (wood, wall and floor tile, carpet), plumbing fixtures, light fixtures, structural options**
 - Primary point of contact to division for option category strategies, updates and general communication, clarification and training
 - **Drive assortment and product development** along with design, sales and purchasing management, including final sign off of all assortments and retail pricing
- **Developed and led twice per year focus group** with sales and design teams presenting collected and original presentation material. **Covered trends in architecture, color stories, materials and finishes in key assortments**
- Collected and shared data on national and market specific shifts in buyer profiles, asks and expectations
- Partnered with design center operations manager to **plan and execute an in-house design center** from an empty shell and with limited guidance. Responsible for visual merchandising goals, spatial plan and finish selections
- Opened summer 2017 to positive reviews and marked improvement in customer satisfaction
- Managed over **\$45M in annual options revenue**, including an average **margin increase of 1.3PP** year over year (exceeding goal of .5PP)
- Responsible for **creating and leading onboarding program** for newly hired designers
- Took over management of special requests from buyers, **reducing request count by 19% and increasing take rate by an average of 18PP**. Annual custom design sales just shy of \$1MM

Sales & Design Associate | Interface FLOR – Dallas, TX | April 2013 - August 2015

Sales & Design Associate | Restoration Hardware – Plano, TX | October 2012 – February 2013

Tools & Systems Utilized: PowerPoint, Excel, Google SketchUp

- Attained **30% sales growth YoY**, with a majority of the growth in repeat trade business
- Complete and present **comprehensive design plans** that meet spatial, budgetary and design needs
- **Estimate and specify product** for commercial projects
- Gather and share feedback on wins and misses within **product mix** including patterns, textures and colorways
- Maintain store sample inventory and submit/execute quarterly **visual merchandising** schemes

Buyer | Berlin Packaging – Dallas, TX | September 2011 – October 2012

Tools & Systems Utilized: Excel, Outlook

- Maintained inventory levels that efficiently met supply and demand needs for customers and the distribution center
- Developed MRP plans used to analyze inventory levels, usage and future outlook
- Responsible for placing purchase orders, arranging freight and finding/documenting solutions for quality and delivery issues
- Source new products across a wide range of trade partners to support new product distribution opportunities

Supply Chain Specialist | Raytheon Space & Airborne Systems – Garland, TX | June '09 – September '11

Tools & Systems Utilized: Excel, SAP

- Annual spend of \$2.5 million with negotiated **annual savings of over \$155K**
- Prepare purchasing packages for internal and external audit for PO's > \$25K; maintained 100% compliance
- Performed **best value analyses** for complex cable assembly buys
- **Federal Acquisition Regulations** experience

Purchasing Intern | Mary Kay Cosmetics – Addison, TX | November '07 – January '09

Quality Assurance Intern | Mary Kay Cosmetics – Dallas, TX | May '06 – August '06

- Led Uniform Procurement Project for manufacturing facility resulting in **savings of 54%** based on previous year
- Responsible for all orders of unique raw materials, including order placement and tracking
- Collect pricing and packaging data for comparisons for yearly and quarterly raw material bids
- Created and executed monthly **forecast program** for select vendors
- Work with vendors to create corrective actions in response to recorded issues
- Confirm compliance for over 600 chemical specifications

EDUCATION

B.B.A., Operations and Supply Chain Management – Completed Spring 2009

University of North Texas, Denton campus

Continued Learning (non-degree seeking) – Art Institute of Dallas & DCCCD

Theories in Color, Textiles for Manufacturing, Basics of Design, Art History 1 & 2