

ANNE HAYES MASON

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SUMMARY

A detail-oriented and highly creative merchandising professional with a solid background in e-commerce, sourcing, buying, marketing, customer service, event planning, visual presentations, negotiations, vendor relations, pricing, data entry, and photoshoots. Established capabilities in leadership, communication, collaboration, teamwork, and organization. Skilled at utilizing comprehensive brand knowledge, tools, and expertise to navigate challenges and projects effectively. A goal-oriented, knowledgeable producer who continuously visualizes, expands and generates ideas to maximize growth and profits

EXPERIENCE

Assistant Global Sourcing Manager, Walker Edison, Salt Lake City UT - 2022-2024

- Developed relationships with new and existing product vendors in Brazil and Asia
- Initiated new category projects with applicable vendors / at least three vendors to quote per project
- Aided with vendor negotiation in quotes/costing/capacity for new products to meet target margin and required order quantity
- Maintained orders of new and existing samples / per category at least 15 samples
- Organized all quotes received in each category to gauge successes and failures / noted roughly 1,000 quotes per year
- Initiated a sampling tracking system which saved money on shipping and tracked progress of times per step in project

Lead Fashion Merchandiser, Sassy Jones, Richmond VA - 2021-2022

- Spearheaded vendor communications with over ten international and domestic manufacturers, ensuring seamless collaboration and timely product delivery.
- Directed handbag and accessory development initiatives, steering the creation of compelling, on-trend designs that resonated with target audiences, while assisting in other category creation such as beauty, clothing, and jewelry
- Orchestrated comprehensive product development strategies across multiple categories, overseeing every stage from conceptualization to launch, resulting in cohesive and marketable collections.
- Analyzed sales data and market trends to inform future purchasing decisions, optimizing inventory levels and capitalizing on emerging opportunities within the fashion landscape.
- Implemented rigorous quality control measures, ensuring accurate order placement, payment processing, and timely receipt of merchandise, safeguarding operational efficiency and customer satisfaction.
- Assisted with retailer product placement, selling our products to other retailers such as Macy's
- Produced subsidiary brand, Audacious by Sassy Jones, for different audiences under HSN umbrella
- Supported all photoshoots in content, styling, set staging, and copyrighting, while merchandising the launch of each product on the calendar, approximately 10 products per week
- Created department budget across all categories and monthly promo calendar per year

Assistant Buyer, Shades of Light, Richmond VA - 2018-2021

- Facilitated seamless vendor relationships, managing interactions with over 50 suppliers to oversee data entry, pricing, shipping logistics, and eCommerce inventory listings.
- Executed robust marketing strategies, crafting compelling copy for 75+ products weekly and optimizing landing page content to uphold superior customer service standards in product presentation and information accuracy.
- Spearheaded product curation efforts, aligning selections with brand identity and customer preferences through in-depth trend analysis, while also driving the creation of exclusive online lighting products.
- Coordinated weekly photoshoots while monitoring sales levels to order and feature 50 or more best-selling products each shoot

EDUCATION

EAST CAROLINA UNIVERSITY, Greenville, North Carolina

B.S., Fashion Merchandising, Minor in Hospitality Management, 2018

COMPUTER SKILLS

Shopify | NetSuite | Domo | Google Applications | Microsoft Office Suite | Jool