

SARAH ELLIOTT

KEY ACCOUNT EXECUTIVE

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PROFILE

Strategic merchandising leader with 10+ years of experience developing product roadmaps, driving omni channel growth, and delivering profitable results across luxury and performance eyewear. Leveraged data driven insights, customer behavior, and market trends to optimize assortments, pricing, and promotional strategies. Proven ability to lead cross functional teams, guide go-to-market strategies and align merchandising vision with broader brand and financial objectives.

AREAS OF EXPERTISE

- Assortment Strategy
- Omni Channel Merchandising
- Pricing & Promotional Strategy
- Go-to-Market Planning
- Market Research & Trend Forecasting
- Inventory & Open-to-Buy Management
- Cross Functional Team Leadership
- Data Driven KPI & Performance Analysis
- SKU Performance Analysis

EDUCATION

Bachelor of Science
Fashion Merchandising + Retailing
Johnson & Wales University
Providence, RI

PROGRAMS

- Metacube
- Aptos
- MicroStrategy
- MS Excel (Advanced User)
- Heartland
- ASANA
- SkyPad
- Shopify

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PROFESSIONAL EXPERIENCE

Key Account Executive 09/2024 to present
Thélios, New York, NY

- Acted as the primary liaison for \$1M+ accounts, aligning merchandising initiatives with client strategies to maximize growth.
- Partnered with cross functional teams to establish tailored go-to-market plans, ensuring product assortments and marketing investments aligned with financial and brand objectives.
- Leveraged data analysis to guide replenishment, forecasting, and inventory optimization, ensuring timely delivery and profitable sales by aligning accounts on core assortment with 65% harmonization.
- Negotiated pricing, service agreements and LOA's, balancing value perception with long term profitability.
- Monitored competitive landscape and customer insights to influence product, promotional, and assortment decisions.

Merchandise Manager 02/2021 to 08/2024
Solstice Sunglasses, New York, NY

- Directed merchandising strategy across 49 stores and ecommerce, leading a team responsible for assortment planning, buying, allocation, and promotional execution for YoY comparative increases in sales.
- Designed long term merchandising roadmaps, aligning assortments with OTB targets, marketing campaigns, and regional demographics.
- Partnered with ecommerce and store teams to optimize digital discoverability and in store presentation, driving conversion and localized performance to grow +25% sales revenue.
- Developed KPI driven reporting to evaluate sales, real estate exposure, and brand positioning, enabling data informed decision making.
- Mentored and developed team members across core merchandising and ecommerce functions.

Corporate Planner, Footwear 10/2019 to 09/2020
Tory Burch, New York, NY

- Managed global inventory planning across 13 regions, aligning ladder plans and assortment investments with sales, margin, and channel needs.
- Analyzed performance to guide in season adjustments, including markdowns, reallocations, and chasing strategies to meet financial targets and lead time targets. Partnered with all BU's to reduce air freight by \$30M in 2020.
- Delivered seasonal hindsight analyses to inform future assortment and pricing strategies.

Product Line Manager - Nike, Flexon, Dragon Eyewear 7/2018 to 10/2019
Marchon Eyewear, New York, NY

- Collaborated with licensors and stakeholders to launch products aligned with KPIs and brand vision.
- Defined global and regional assortments, aligning product development and sales strategies with consumer demand and growth objectives while reducing product lines by 15%.
- Partnered with designers, product development, finance and sales leaders to shape pricing structures, ensuring margin optimization and on time delivery for our licensor clients and customers accounts.
- Provided trend and market analysis to guide future product briefs and go-to-market strategies for 4 brands achieving over \$20M in global sales.

Buyer, Planner & Allocator 6/2016 to 07/2018
Solstice Sunglasses, New York, NY

- Executed assortment planning, inventory forecasting, and replenishment strategies across luxury and sport eyewear categories to achieve 7% growth in revenue over two years.
- Implemented new OTB and allocation frameworks to better balance breadth vs. depth and optimize inventory investment. Reduced inventory by \$50K.
- Partnered with stores and regional teams to rebalance inventory, reduce liability, and drive profitability.
- Worked with key market leaders to understand the store opportunities and create go forward store planning strategies to increase sales.

Full-Price Buyer 7/2012 to 6/2016
Solstice Sunglasses, New York, NY

- Led full price brand buying, assortment planning, and vendor negotiations for 138 stores.
- Achieved a 13% YoY sales increase by optimizing assortment mix and strengthening vendor partnerships.
- Partnered with visual teams to develop in-store presentation strategies aligned with brand and sales goals.