

# SIERRA THOMSON

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## ABOUT ME

I am an enthusiastic, dedicated and naturally analytical individual, who will bring my diverse experience, passion for innovation, and unparalleled work ethic to your company.

## SKILLS

- Microsoft Office applications
- Adobe Illustrator
- 8+ years in retail sales
- Proficient in data entry and analysis with a strong aptitude for retail math and analytical skills
- Advanced customer service and interpersonal skills
- Ability to work collaboratively with team members to efficiently complete duties
- Adapts quickly to change and can manage and prioritize multiple tasks in a timely manner

## EDUCATION

### SENECA COLLEGE NEWNHAM CAMPUS

Fashion Business Management Advanced Diploma | April 2021

- Cumulative 3.0 GPA
- Final year 3.9 GPA

## EXPERIENCE

### SALES ASSOCIATE/CASH LEAD

Indigo Books & Music | August 2015 - Present

- Compiling and organizing end of day sales reports and bank deposits
- Balancing and auditing cash registers to ensure the preparation of an accurate bank deposit
- Use of professional and diplomatic communication skills when handling customer issues and complaints
- Managing, training, and coaching of associates on required procedures and sales tactics
- Visually merchandising eye-catching displays on a weekly basis while ensuring effective presentation of product

### HOLT RENFREW CASE COMPETITION

Seneca College | September 2020 - April 2021

- Working collaboratively to develop an omnichannel marketing strategy for the launch of a chosen sustainable brand to add to their H Project department based on target market suitability
- Curating and designing a 14-piece capsule collection for A/W 2021 season based on a purchase plan of \$166,230 at retail with an IMU of 62.5%
- Allocating percent of sales by week based on a weekly marketing calendar
- Distributing prepacks to six store locations based on store sales contribution

### APPAREL/ACCESSORY BUYER

The Boutique at Seneca | September 2019 - December 2019

- Visited six vendor showrooms over three weeks to curate a merchandise assortment for a future season based on forecasting and analysis of previous results
- Worked with an Open to Buy budget of \$29,960
- Input purchase orders in Microsoft Excel for Spring 2020 and Fall 2019 to generate a markup of 50%-70%
- Analyzing sales metrics and relevant KPIs to evaluate merchandise and vendors performance
- Creating assortment plans and line boards organized by brand and delivery for the use of merchandisers and planners in the next season
- Accurately creating, entering and adjusting vendor purchase orders for the current and upcoming seasons
- Running reports in RMS to ensure accuracy with PO's and orders placed as incoming inventory

### BARISTA/KEY HOLDER

Second Cup | August 2015 - May 2016

### SALES ASSOCIATE

Mexx Canada | August 2011 - Oct 2014