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## Shari Wilson

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### Executive Summary

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Accomplished Marketeer with over 10 years experience in a fast-paced Creative Department. Demonstrated ability to manage programs which produced highly profitable product launches through direct mail, website maintenance, retail merchandising, sales training and partner relationships.

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### Core Qualifications

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- Spec Coordination
  - Copywriting/Imagery
  - Proofing
  - Planogram Design
  - Sales Training
  - Inventory Control
  - Problem Resolution
  - Exit to Zero Plans
  - Proficient in various computer applications such as; Microsoft Office, Mac OSX, QuarkXpress 7, Photoshop, Prelude (EOQ)
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### Professional Experience

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July 1991 to  
June 2012

#### **C.B Sullivan Co., Inc/SalonCentric**

Hooksett, NH

#### **General Merchandise Manager**

Partnered successfully with Marketing/Purchasing Dept and Store Division to implement retail flow planograms based on sales to presentation ratio resulting in better inventory control and uniform presentation throughout 30+ stores.

Introduced new product launches through premium retail then determined permanent product placement and elimination of non-movers as needed on a bi-monthly basis.

Managed the addition of new products/promotions and elimination of discontinued items on cbsullivan.com website since launched, June 2007. Responsibilities included; writing copy, collecting imagery, providing sku detail, etc.

Coordinated monthly production of Salon Catalog/Store Flyer; created shelftags to highlight promotional items in-stores.

Identified obsolete inventory in-stores for Markdown to Exit Program.

Previous positions: District Store Manager, Store Manager, Assistant Store Manager; initially hired as a Sales Associate in July 1991.

September 1986 to

#### **The Plant Mart, Ltd**

August 1991

Londonderry , NH

**General Manager**

Wholesale Florist Supply; Design, Perishable Inventory Purchasing and Maintenance, Sales and Staff Management

Separated due to insufficient funds available at multiple payroll dates.

September 1990 to  
June 1991

**Victoria's Secret**

Manchester, NH

**Sales Associate**

Initially hired as Temporary Holiday Sales Associate. Management elected to extend. Sought other employment when sales declined the following summer.

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**Education and Training**

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1986

**University of Kentucky**

Somerset, KY, USA

Journalism/Communications

Associate of Arts

Completed 1 year prior to moving to New England

1982

**Hagar Beauty Academy**

Lexington, KY , USA

Cosmetology

Licensed Cosmetologist

1981

**Nancy High School**

Nancy, KY , USA

General

High School Diploma

Graduated mid-term with qualifying credits