

MEGAN ALLISON

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SUMMARY

Highly diversified, dynamic Sales, Marketing, and Merchandising professional with a proven track record across industries and retail markets. High-energy and results driven with a strong work ethic. Consistent record for driving revenues and profitability across categories for the nation's leading retailers including Walmart, Costco, Sam's, Target, Dick's Sporting Goods, and all leading drug and grocery chains.

CORE LEADERSHIP INCLUDES

Sales & Account Management • New Business Development • Category Management • Market Analysis & Consumer Research • Product Development • Purchasing, Demand Planning & Inventory Management • Vendor Relations • Merchandising

KEY ACCOMPLISHMENTS

- Successfully manage accounts with net revenues exceeding \$200M
 - Exceeded annual net revenue budget by 7.9% by reacting to external factors and pivoting account focus to capture COVID-19 traffic
 - Collaborated on a custom, proprietary program realizing an incremental \$3M in revenue within the first 2 years, greatly exceeding expectations
 - Coordinated a new merchandising strategy for BJ's Wholesale Clubs securing additional retail space for the children's book category and growing sales by 12%
 - Fostered relationships with retail buyer's outside of the book category, including BJs and Meijer stationary, resulting in incremental sales of \$10M in the first year of placement.
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PROFESSIONAL EXPERIENCE

ReaderLink, LLC • The nation's leading full-service distributor to non-trade booksellers • Oak Brook, IL • 2007 – Present

Senior National Account Manager, Sales • Club Accounts, BJ's Wholesale Club • 2018 – Present

National Account Manager, Sales • Costco Wholesale Club, Kmart, Shopko, Stop and Shop, CVS, Walgreens, Rite Aid • 2014 – 2018

Account Executive, Key Accounts, Sales • Walmart and Costco Wholesale Club • Oak Brook, IL • 2013 – 2014

- Provide key input with customer analysis to build budgets and perform sales forecasting
- Supervise team of Account Executives to assure sales targets and the needs of the individual customers are met
- Lead monthly account meetings with senior management to discuss future product strategy and action plans
- Develop customer relationships with key decision makers to execute their business strategy and focus
- Create client specific proposals to generate new business opportunities to develop market share and increase margin

Product Manager and Category Specialist, Marketing • Costco, Sam's, and BJ's Wholesale Clubs • 2011 – 2013

- Gathered market information as an input to the design of the business focus at the customer, market, pricing, and product level
- Oversaw all product planning for key accounts, custom and proprietary development from concept to customer presentation, including in-store placement and P&L management
- Developed unique packaging program for Costco to allow top selling items to meet the price restrictions and exceed weekly sales requirements required by Costco; overcoming significant challenges with reduced SKU counts

Demand Planner, Procurement and Supply Chain • Target and BJ's Wholesale Clubs • 2007 – 2010

- Collected and analyzed data while working with marketing and publishers to maintain sales with proper replenishment
- Assisted with the organization and preparation of special events and promotions for Target Corporation

Mizuno USA, Inc. • Equipment and Sportswear, Specialty Running Division • Indianapolis, IN • 2006 – 2007

National Accounts Representative • Dick's Sporting Goods and Sports Authority

- Managed a three-state territory to attain sales goals and objectives for sports equipment, apparel and footwear; conducted employee training program for the entire Midwest region; developed special events and promotions to generate expanded sales; defined and delivered the annual, territory sales plan

Fleet Feet Sports • Specialty Running Retail • Louisville, KY • 2005 – 2006

Store Manager and Events Coordinator

- Planned, supervised, managed retail personnel and customer relations

Red Bull USA North America • Beverages, the highest selling energy drink in the world • 2002 – 2005

Mobile Energy Team Member • Kentucky - Indiana Territory • Louisville, KY • 2004 – 2005

Student Brand Manager • Western Kentucky University • Bowling Green, KY • 2002–2004

- Acted as the liaison between corporate and collegiate consumers to communicate brand functionality and benefits
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EDUCATION • Western Kentucky University • Bowling Green, KY • BA, Corporate Communications, 2004