

Robin L. Tittel

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Highly motivated and results-oriented professional with over 20 years of experience in sales, merchandising, product development, and buying. Diverse experience enables the ability to anticipate the needs of not only the retailer/buyer but also the store associates and end consumer. Extensive experience in relationship building with customers, leading to collaboration and mutual success.

Skills

- Strategic Business and Sales Planning
- Budgeting and Forecasting
- Key Account Relationship Management
- Merchandising and Space Planning
- Contract and Pricing Negotiations
- Staff Training & Development
- Product Concept and Development
- Market Data and Trend Analysis

Work Experience

2015-present Prym Consumer USA, Inc.

Spartanburg, South Carolina

Director of Sales

- Responsible for management of the Jo-Ann Fabrics account, roughly 40% of the company annual volume
- Monitor, analyze, and manage a product portfolio of +1,300 skus actively replenished in 860+ stores weekly
- Develop relationships with multiple buying teams at Jo-Ann across various product categories
- Strong collaboration with internal supply chain team in prioritizing pipeline fulfillment tied to COVID impacts
- Offer POG analysis and reset support at local showroom, physically resetting POGs annually
- Successfully finalize frequent negotiations inclusive of vendor contracts, financial support and product costing
- Facilitate product setup and equotes- operating as both a domestic and direct import vendor to Jo-Ann
- Initiated net new product ideas to present to retailers, inclusive of precut belting program, stencil bundles, and other new business opportunities
- Selected to participate in global steering committees. German brainstorming week and currently Global Innovation Team- Developing process to drive and develop innovation across the company.
- Complete market research quarterly to help drive product and promotional ideas for the company

2014-2015 DCWV, Inc.

Provo, Utah

National Sales Director

- Provide design direction and product development by customer paper crafting, wall art, and jewelry categories
- Directly responsible for the following retail accounts: Hobby Lobby, Bed Bath & Beyond, Walmart US and CA, and Jo-Ann Fabric and Craft Stores (Blue Moon Beads)- Launching a 500+ sku jewelry findings update in stores
- Responsible for organization, prioritization, pricing and liquidation of all excess inventory
- Ownership of all internet sales, expansion, product launches and new customer setups
- Weekly analysis of customer sales, wins/opportunities, recommend next steps

2013-2014 Flambeau, Inc.

Middlefield, Ohio

National Sales Manager - ArtBin®

- Responsible for all aspects of marketing, management, and sales of a \$10m+ category
- Developing and implementing 3 year Strategic Marketing Plan
- Initiated and conducted 3 Focus Groups which led to multiple product ideas, one concept launched at market
- Manage, motivate, and direct 5 independent rep groups nationwide
- Launched exclusive Rainbow Loom® storage boxes driving large incremental sales
- Successfully repurposed existing products to drive incremental sales with minimal investment

2005-2013 Jo-Ann Stores, Inc.**Hudson, Ohio**

4/2009-5/2013

Buyer/Merchandise Manager - Home Accents, Frames, Storage, and Baskets Shops

- Strategize overall vision for categories, with total sales responsibility ranging from \$75m-\$125m annually
- Negotiated terms on pricing, vendor contracts, marketing support, and shipping issues with a base of 40+ vendors
- Successfully bid out multiple programs resulting in cost savings and estimated GM\$ annual gain of over \$1.2m
- Trained, developed, and coached a team of 2-3 direct reports, let Category Management team of 10-15 members
- Collaborated with Custom Framing vendors to design new concept shop launched in 2011
- Developed and sourced concept for Craftologie assortment in stores, driving a 57% annual sales increase, +123% GM\$, +146 bps GM rate, and reduced inventory by -8% in a 24' space
- Designed and patented new crafters table, which generated over \$500k in sales
- Designed and worked with factory to develop net new doorbuster "Ribbon Ladder", launched in 2010 and repeated thru 2012, turned to basic item, generating an est \$2M+ sales to date
- Assorted and launched cohesive Back to Campus sets in 2010-2013

2/2005-4/2009

Assistant Merchandise Manager-II and III

- Responsible for managing Special Occasion Fabrics, Holiday, Flannel, and Sportswear Shops
- Create annual shop plans and strategy including financial goals and monitoring results
- Plan and develop all aspects of marketing offers and events for assigned shops
- Launched, developed, and managed cross functional team to plan National Prom Contest
- Study industry trends, competition, and forecasts to determine trends and colors for the season

2004-2005 Flower Factory, Inc.**Canton, Ohio****Buyer**

- Frames, Art, Basic Crafts, Scrapbooking & Albums
- Maintained the inventory of six departments, including replenishment and forecasting
- Traveled internationally and managed the sourcing, negotiation, marketing, and display direction for all stores

2002-2004 Target Stores, Inc.**Northeast, Ohio****Executive Team Leader-Softlines****(various stores)**

- Interviewed, coached, mentored, and conducted performance appraisals for team
- Developed visual merchandising skills, store presentation, and led a customer service initiative

2001-2002 JCPenney, Inc.**Youngstown, Ohio****Management Trainee/ Summer Intern (5/2000-12/2000)**

- Assisted in the opening of new store, remodels, inventory, schedules, payroll, and budget

Education

May 2001 B.S. Fashion Merchandising, Kent State University

Kent, Ohio

Minor: Computer Information Systems

Volunteer Activities and Achievements

- Director- Pioneer Girlz, Inc.- Nonprofit organization dedicated to teaching K-12 girls the skills of our grandmothers. Hosting a summer garden program providing great experiences and education for the girls.
- Created NEO Mask Makers group on Facebook in 2020 to help connect makers with donated supplies. Personally sewed 3,000 masks for donation with my children. Over 55k masks have been sewn for donation by the group.
- Initiated and managed charitable donation to local school, building over 200 "Just in Case" bags for girl students
- Patent Owner-Scrapbooking Workstation