

KATHERINE MILLIGAN

QUALIFICATIONS

Accomplished leader with a strong proficiency to align cross-functional teams and drive accurate and timely results. Ability to leverage solid analytical and authentic interpersonal skills to develop, communicate and support business strategy. Diverse professional background with a proven track record of successful execution, implementation and continuous improvement.

PROFESSIONAL EXPERIENCE

Small Pet Select

2018 - Present

Content Manager/Social Media Manager

Virtual Full-Time

- Responsible for crafting all social media content across platforms (Instagram, Twitter, Facebook, Pinterest Boards), aligning posts and copy with brand voice.
- Responsible for scheduling all social media and blog content via social management tools.
- Develop and implement editorial calendar strategy YOY.
- Coach communication and marketing team on SEO best practices when developing blog content and writing articles (Wordpress/Thrive Architect/Yoast SEO)
- Lead reviews of data analytics and direct impact on company, editing business/social strategy on an as-needed basis.
- Designated SEO subject matter expert responsible for coaching team on how to capitalize on blog articles and social posts.
- Blog writer and creator, crafting and producing over 100 blogs/year, going to our subscribers via e-mail campaigns and social posts.

Dick's Sporting Goods

2015 - 2018

Manager of Allocation and Replenishment

Coraopolis, PA

- Maintain proper inventory levels by store location to support sales (\$800M category), margin and turn goals
- Work to increase inventory productivity in all deciles through analysis and collaboration with business partners
- Recommend and execute inventory re-balancing opportunities as necessary
- Coach team of seven to drive and implement allocation and replenishment strategies, including regional and seasonal opportunities
- Create ad-hoc analysis to react to current and future business trends and present findings to senior management
- Participate in cross-functional team projects to facilitate change and improvement with processes, systems and people

- Encourage others to seek opportunities for different and innovative approaches to addressing problems and opportunities; facilitates the implementation and acceptance of change within the organization

Cabela's Incorporated

2010 - 2015

Merchandise Fulfillment Manager

Sidney, NE, July 2014 - June 2015

- Responsible for delivering financial plans via merchandise fulfillment (\$300M category)
- Mentor, train, develop and manage day-to day activities of planning team
- Communicate with and work with the stores and distribution centers on strategies to support the business
- Partner with cross-functional teams to develop and implement plans to increase efficiency and reduce overall cost of operations

Assortment and Item Planner

July 2012 - July 2014

- Provides the appropriate pre-season product analysis for the assortment definition at the item and class levels
- Develops and executes pricing strategy
- Develops and maintains assortment and item plans, translating the assortment strategy into plans that project the inventory required to meet financial goals
- Creates in season forecasts and demand planning, providing direction to the Replenishment and Allocation Analyst
- Develops and executes the historical analysis and forecast input for the class and channel levels to ensure item plans and financial plans are aligned
- Manages the inventory process and develops action plans on item management
- Increased net SKU profitability 118% by effectively managing inventory and aligning operational costs with revenue

Replenishment and Allocation Analyst

May 2011 - July 2012

- Optimize sales, inventory and ROI through the effective distribution and transfer of product assortment
- Responsible for forecasting and inventory management for all merchandise
- Assist with demand planning for all channels to achieve company financial goals

Administrative Assistant

August 2010 - May 2011

Twist Boutique

Assistant Buyer/Sales

Naperville, IL, August 2005 - August 2010

EDUCATION

Beijing Language and Culture University 北京语言大学

Study Abroad Program

2008-2009

North Central College

Bachelors Honors Degree: English, Writing Emphasis; Chinese (Mandarin); History of Ideas
2005-2009