



# Constance Gomes

WW Sales Merchandiser Shoes

📍 Paris, France

✓ Constance's availability **should be discussed**

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## Links

 [LinkedIn](#)

## Work Preference

Location: Open to relocate

Pattern: Open to Full time or Part time work

Employment: Freelance Assignments, Hourly Consulting, Permanent Positions

## Skills

Marketing

Análise (Advanced)

Strategy (Advanced)

Customer Experience

Customer Insight

Merchandising (Advanced)

Retail Buying (Advanced)

Purchasing

Trend Forecasting (Advanced)

Microsoft Office (Advanced)

Microsoft Excel (Advanced)

Microsoft PowerPoint (Advanced)

Microsoft Word (Advanced)

## About

+7 years with a demonstrated history working in fashion luxury. Strong expertise in merchandising, skilled in internal collection buying, multi-lingual project management, strategic plans, and drawing insights from data. I stand for my ability to make things simple, challenging the status quo and translating needs into action in the context of a bigger picture.

### BRANDS WORKED WITH

BALENCIAGA

Fabernovel

LOEWE

## Experience



### ● WW Sales Shoes Merchandiser

BALENCIAGA | Jan 2021 - Dec 2022

Achievements: reached double-digit growth, promoted efficiency by reducing 10% assortment breadth, built PERCO matrix distribution tool to enable tailored offer by market.

> Managed launch plan organization (5 collections + 6 capsules per year, >1K SKUS).

> Developed and monitored sales/stock reporting tools to identify opportunities to exceed targets and offset risks.

> Lead buying sessions: prebuys, master offer and buy mix forecast, OTB and buying reviews with regions.

> Ensured sales coverage on PERCO by collaborating with demand planning on sales forecast and reorders.

> In charge of the relations with VM for monthly guidelines and ad hoc topics.

> Oversaw product life cycle and defined end of season markdown strategy.



### ● WW Collection and Sales Junior Merchandiser WRTW & WSHOES

LOEWE | Oct 2019 - Dec 2020

Achievements: category least impacted by Covid crisis, increased ST by 10pp, reshaped buying tools amid digital showroom, launched automated data visualization reporting

> Introduced Power BI data visualization tool reducing time of analysis by 30%.

> Defined assortment by clusters and buy mix guidelines by region.

> Reshaped, coordinated, and presented training tools to regional office and wholesale accounts.

> Conducted sell-in and sell-out, competitive analysis, and defined pricing strategy.

> Supported the merchandising briefing to design and supervised product development

teams to adjust product characteristics for higher sales potential.

> Ensured collections were delivered within target dates by executing fabric bulk pre orders based on sales projections and defined collection phasing per drop.

> Assisted VM guidelines for the rollout of collection in store.

> Defined the carryover product list with the collaboration of regional merchandisers, by

identifying potential best-selling items to be exploited in further collections.



### ● WW Sales Leather Goods Junior Merchandiser

LOEWE | Jul 2018 - Jun 2019

Achievements: improved ST by 5 pp on slow movers, ensured hot items stock levels achieved WOC target on a monthly basis

Microsoft Outlook (Advanced)

Teamwork (Advanced)

Negotiation

Digital Transformation

Fashion Forecasting (Advanced)

Product Assortment (Advanced)

Product Selection (Advanced)

Collection Development (Intermediate)

Collection Strategy (Advanced)

## Languages

French (Work Proficiency)

English (Fluent)

Spanish (Fluent)

Portuguese (Native)

- > Delivered thorough business analysis to top management based on Ad-hoc reporting on a regional and worldwide basis.
- > Implemented assortment strategy per cluster and developed buying proposals aligned with customers' expectations to maximize sales
- > Guaranteed brand communication was aligned with business goals by liaising with Marketing, CRM, Online, and PR on a weekly basis.
- > Developed VM contingency plans by liaising with VM, diminishing the impact of late deliveries.



### Analyst

Fabernovel | Sep 2015 - Dec 2017

Achievements: ride sharing platform launch by Brisa in 2017, HomeLovers app launch  
> As Analyst at FABERNOVEL, I managed projects focused on strategic innovation, new business models and services design. I am specialized in running strategic studies on new opportunities (benchmarks; interviews, field studies) and in designing innovative models and services. I was involved in projects in FMCG, luxury tourism, insurance, real estate and transportation sectors.  
see less



### E-Merchandiser SLGs, Accessories

LOEWE | Jul 2019 - Oct 2019

- > Managed product catalog – (product layout, product information, choice of visuals).
- > Elaborated a communication calendar and briefed marketing on asset requirements.

## Education & Training

2017 - 2017

### IE Business School

Master in Management, International Business

2015 - 2015

### ISEG - Lisbon School of Economics & Management

Digital Marketing Intensive Course For Executives, Marketing

2012 - 2015

### Católica Lisbon School of Business and Economics

Bachelor in Business Administration (BBA),