

NICOLE DENAE STOLPA

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Experienced Buyer and Merchandiser with a fourteen year history of working in the retail industry. Skilled in Negotiation, Analytical Skills, Retail, Inventory Management, and Sales Management.

PROFESSIONAL EXPERIENCE

Ahold USA
Floral Merchandiser

Carlisle, PA
April 2014 – May 2018

Responsible for driving rose, bouquet, arrangement, and designer bunch sales for 750+ stores under the Stop and Shop, Giant of Carlisle, Martins and Giant of Landover banners.

Merchandising Function & Category Management Support

- Developed merchandising Sales Plans for 50+ everyday items and additional seasonal product. Instructed stores on how to implement plan-o-grams, displays, promotions, marketing programs, and department layouts to enhance store image presentation consistent with portfolio strategy.
- Worked closely with Buyer to ensure proper product inventory and execution against plans.
- Ensured assortment, costs, product sourcing, pricing, and lead planogram process for assigned categories was in line with goals.
- Assisted with yearly RFQ process to oversee product cost and the supply chain management; monitored effectiveness, availability, and opportunities.
- Selected promotional and seasonal product. Created product needs surveys for stores for holidays and special occasions and communicated results to Buyer. Forecasted promotional and seasonal needs to vendor partners.
- Oversaw assortment changes through setup of approved new items and discontinuation of items that were not performing to our standards. Determined need to discount product by analyzing sell-through performance and communicated this to stores.
- Assisted in developing comprehensive category business plans consistent with the overall goals and strategies of the company.
- Conducted category assessments to include the supplier, market, and retailer components as needed.
- Created weekly reports on item performance.

Vendor and Store Partnerships

- Managed day-to-day negotiation and interaction with 80+ vendors.
- Maintained vendor relationships required to identify synergies, promote mutual growth, maximize resources, ensure consumer focus, and capitalize on market opportunities.
- Conducted regular visits with stores and suppliers, including trade shows such as the International Floral Expo and the Philadelphia Flower Show, as well as visits to vendor farms in South America.
- Collaborated with 50+ Divisional Field merchandising team members to best understand and respond to needs/opportunities.
- Held vendors accountable for sales, service levels, marketing, and social compliance.

Ahold USA
Replenishment Analyst/Buyer I

Boston, MA and Carlisle, PA
April 2004 - April 2014

Responsible for determining weekly cut flower needs for 750+ stores under the Stop and Shop, Giant of Carlisle, Martins and Giant of Landover banners.

- Projected daily demand for 50+ items (roses, bouquets, designer bunches, and arrangements) based on history and ordering trends.
- Communicated pre-bookings to vendors and managed creation of purchase orders for multiple warehouse locations.
- Managed highly perishable daily cut flower inventory, including determining needs to add on or cut product, covering allocation quantities, and forcing out excess product to the stores.
- Sourced emergency replacement product when necessary due to incidents such as over-heated or frozen trucks or rejections for quality.
- Organized new item set-ups and additional UPCs.
- Compiled daily store communications to stores, warehouses, and management teams regarding product movement, out of stock items, and allocated product.
- Handled day-to-day quality issues based on reports from warehouse inspectors.
- Documented and filed vendor deduction claims.
- Investigated and resolved invoice issues for Ahold Financial Services.

EDUCATION

Harvard University
Bachelor of Liberal Arts, June 2005

Cambridge, MA

- Graduated Cum Laude

ADDITIONAL SKILLS

- Highly skilled in Microsoft Office, including Excel, Word, and Powerpoint.
- Web and tech savvy.
- 100 wpm typing speed.
- Computer troubleshooting, technical support, and training.
- Concise writing and editing - technical writing, marketing/ad copy.
- Customer relations, telephonic & written communication.