



MASON WILSON

Catalog Manager

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PROFESSIONAL SUMMARY

Accomplished Catalog Manager with a decade of experience in streamlining catalog operations and enhancing product offerings. Expertise in driving sales growth through innovative marketing strategies and strong vendor relationships. Committed to leveraging my extensive background to optimize catalog performance and elevate customer satisfaction across diverse markets.

WORK EXPERIENCE

Catalog Manager

📅 Jan / 2018-Ongoing

Quantum Solutions LLC

📍 Phoenix, AZ

1. Directed daily operations for a military-themed catalog, achieving annual sales exceeding \$2.5 million.
2. Developed and maintained strong relationships with over 60 vendors to ensure product variety and quality.
3. Conducted market research to identify trends and introduce innovative products to the catalog.
4. Negotiated favorable pricing and delivery terms, effectively managing a dynamic inventory of over 400 SKUs.
5. Participated in trade shows to enhance brand visibility and engage with potential partners.
6. Supervised a team of buyers, overseeing purchase orders and inventory management processes.
7. Collaborated with marketing teams to create promotional campaigns, driving customer engagement and sales growth.

Catalog Manager

📅 Jan / 2015-Jan / 2018

Crescent Moon Design

📍 Portland, OR

1. Managed catalog distribution operations across the Southeastern U.S., ensuring timely shipping and receiving.
2. Designed catalog pagination, resulting in award-winning layouts and increased customer interest.
3. Led prepress and catalog teams to meet project budgets and deadlines consistently.
4. Negotiated printing contracts to align with annual budget requirements, optimizing costs.
5. Evaluated vendor relationships, serving as the primary contact for major customers to enhance service quality.

EDUCATION

Bachelor of Arts in Marketing

📅 Jan / 2012-Jan / 2015

University of Atlanta

📍 Seattle, WA

Focused on integrated marketing strategies and consumer behavior analysis.

SKILLS

Data Analysis



Catalog Management



Vendor Management



Inventory Control



Market Research



INTERESTS

🎨 Art

🤝 Volunteering

🌲 Hiking

🧘 Yoga

STRENGTHS

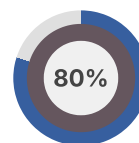
🔍 Criticality

☰ Detail-oriented

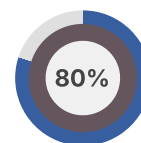
🤝 Diplomacy

😊 Enthusiasm

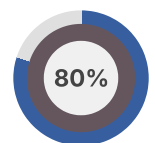
LANGUAGES



English



Hindi



German

ACHIEVEMENTS

★ Reduced catalog production costs by 15% through strategic vendor negotiations.

★ Achieved a 25% increase in customer retention through enhanced catalog design and targeted promotions.