

ROBERT SMITH

Catalog Specialist

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SUMMARY

Hardworking, organized, Catalog Specialist professional with a proven background delivering sensible business technology solutions on time and under budget while working as a team member or team leader.

SKILLS

Software: InDesign, Easy Catalog, QuarkXPress, Adobe Office Suite, MS Office.

WORK EXPERIENCE

Catalog Specialist

ABC Corporation - March 2002 – June 2003

- Promoted marketing and sales objectives to help increase revenue and expand the brand image in print and online catalogs by interpreting the vision of the marketing department strategy and creating and/or updating catalog content to successfully present and sell-in that vision to key customers.
- Provided prepress catalog pages that facilitated new product sell-in and merchandising opportunities for existing products.
- Managed wholesale and retail customers (United Stationers, Staples, Office Depot).
- Analyzed and evaluated the performance of 13 product categories which consisted of 500-1000 UPCs, with an average of 200 pages per print catalog (over 1000 UPCs for online catalogs).
- Used sales insights to provide optimal product recommendations.
- Coordinated and led initial pre-planning meetings with stakeholders; participated in bi-weekly strategy discussion and page review calls with sales team; communicated (almost) daily with external customer teams during peak season responding to all requests with a strong sense of urgency.
- Managed changes to page layouts which included new products, discontinuation of low sellers, copy changes and updates, and new artwork to improve visual appeal to consumers.

Catalog Specialist

Delta Corporation - 1998 – 2002

- Maintained and upheld the integrity of the vendor master database in SAP, ran ABAP reports, assisted in analyzing vendor data-loads into SAP.
- Answer phones, search the Internet for customers for various products and place, and deliver catalog.
- Answer phones and problem solve when needed.
- Stock and fold merchandise to keep the department in a neat and orderly appearance.
- Transferred to Alamosa.
- Answered multi-line phone Updated client records for uniform changes Scanned and set up client logos, converting and editing digital images.

- Redesigned Fort Lewis Colleges online academic catalog for the state of Colorado Created over 150 online roadmaps to graduation for freshmen.

SCHOLASTICS

- GED