

# Director Merchandising Cover Letter

25657 Corrie FallLake Clotildeton, DE 71837-7922

**Dear Greer Olson,**

I would like to submit my application for the director merchandising opening. Please accept this letter and the attached resume.

Previously, I was responsible for hR advise, expertise and consulting to Retail VP and Retail management team on their vision, strategies and requirements, including business transformation, organization planning & development, change management, talent planning, etc.

Please consider my experience and qualifications for this position:

- Advanced and thorough knowledge of the footwear business
- Flexible, team player and able to lead others
- Articulate the strategic direction and assortment plans for each merchandise category and channel to achieve the right balance of key items/fashion/basics, fit, value, price point, SKU count and volume
- Partner with Design and Sales to identify and generate new product opportunities
- Oversee and track implementation of the assortment plans across categories and channels
- Develop comprehensive seasonal sku line plan incorporating business strategies & opportunities
- Experience in global sourcing with a knowledge of and sensitivity to business practices and styles in a variety of countries
- Knowledge of computer programs including the Adobe Creative Suite (InDesign, Photoshop, Illustrator), MS Office (PPT, Word, Excel)

**Thank you for your time and consideration.**

Sincerely,

Ryan Osinski