

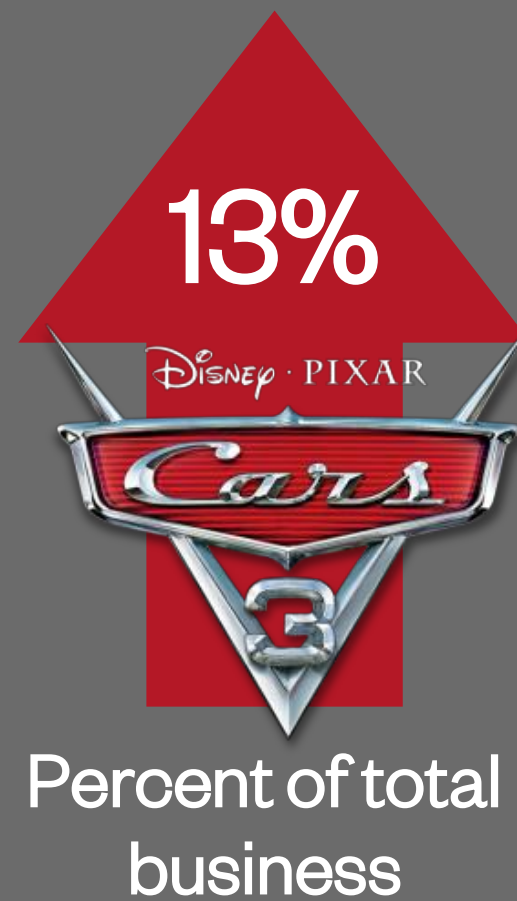
During my time working within sales, a significant portion of my role entailed developing and executing programs based around major theatrical releases and Mattel campaigns. These programs required me to develop relationships with both internal and external partners in order to bring these promotions to life.

It was through these programs where I was able to truly grow the business and knowledge of the retail landscape. While also expanding my leadership skills by guiding the multiple parties needed to bring something like this into existence. For example, securing inventory through demand planning, executing activations in collaboration with a licensor and other CPG categories. All culminating in the acceptance and placement from the retail category manager. Lastly, pitching for and recapping the performance of these programs helped strengthen my ability to synthesis and create narratives from multiple data sources.



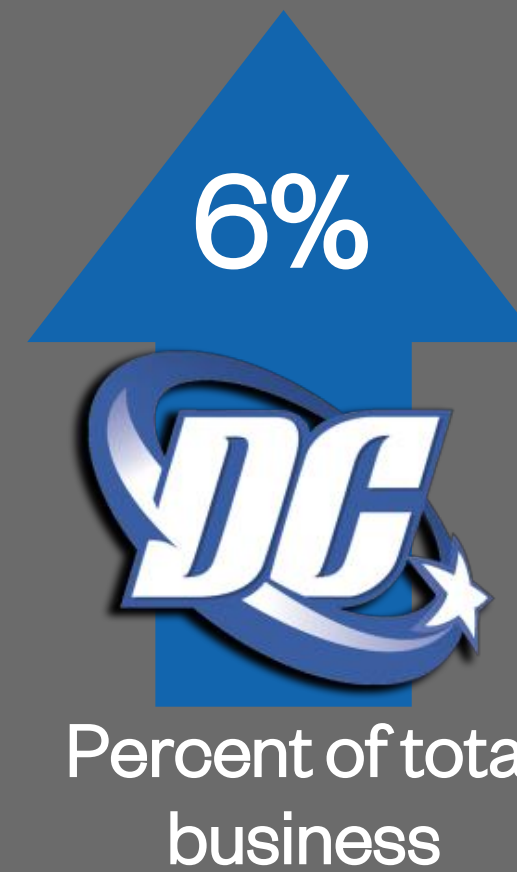
ENTERTAINMENT PRIORITY SPRING

- Out of Aisle Endcap
- Out of Aisle Display
- 46% of total units sold from promotional programs
- Leveraged licensor support
- Achieved retailer POS targets



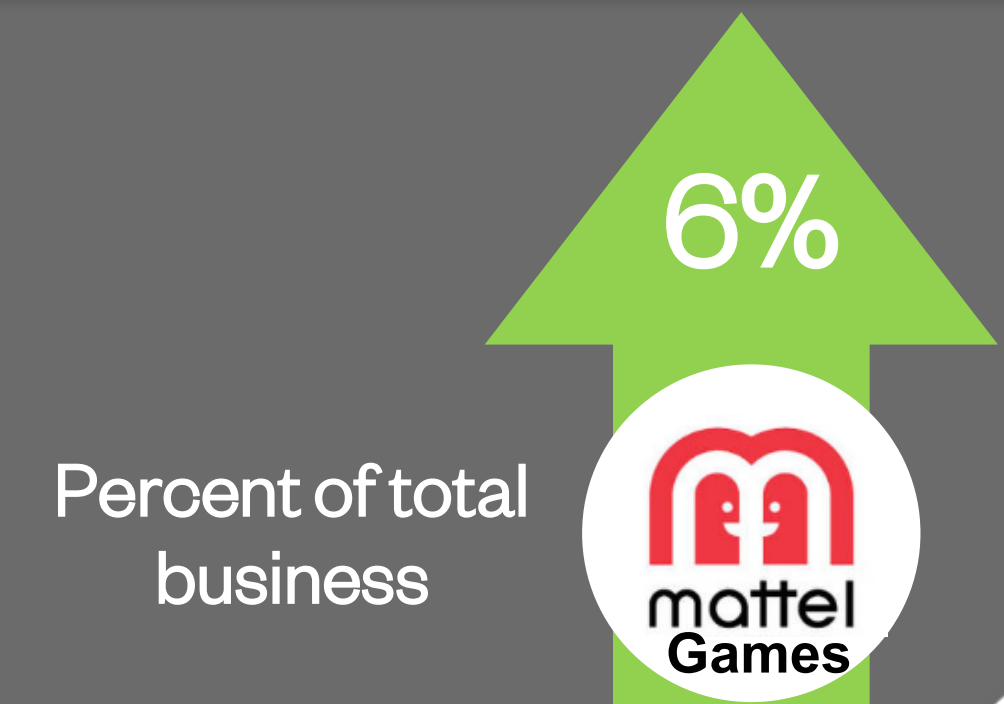
ENTERTAINMENT PRIORITY FALL

- Utilized seasonal placement
- Implemented an out of aisle / category program doubling licensed shipping volume
- Collaborated with licensor to execute product giveaways through various social channels



CROSS CATEGORY PROMOTION

- Leveraged toy placement
- Executed cross category promotion
- 12% Redemption Rate
- +5% POS Growth LYTD



National Marketing Campaigns



- Licensor Relationship Management

- Customer/Insight Driven

24% of Sales For The Year 2019