

CATHERINE LERER ANDERSON

Inspired merchant and creative marketer with a distinct vision and editorial acumen.
Fluent in margins and metrics and passion for elevating brand experiences.
Critical shopper, story spinner, market expert.

EXPERIENCE

Misha & Puff; Brooklyn, NY & Boston, MA

Commercial Director,

Interim Brand Marketing Direction

Jan 2021 – November 2022

- Steer rapid growth, start-up environment-company sales and interim marketing direction by establishing custom financial planning strategy, creative leadership, and execution
- Shepherd triple-digit expansion in designer wholesale and global sales for 6+ collections annually across Womenswear and Children's, Shoes, Accessories, and third-party merchandise
- Advocate for holistic, longterm market positioning and margin health by collaborating with senior management and founders to align on merchandise assortment, buy plan and pricing strategy, and category development
- Maintain both brand and profits to drive YOY growth for 100+ global wholesale accounts from specialty to majors and 3 international APAC distribution partners
- Drive conversion by introducing editorial calendaring and creative briefs to elevate and unify brand voice and manage 360 marketing campaigns with contractors and in-house social content creators
- Create cohesive buzz and beauty with cross-team creative direction for site updates and launches with large-scale, high-volume editorial campaign assets and custom merchandising collections
- Increase high-value in-person engagements: Launch, hire, train, and allocate for first-ever retail presence and pop-up locations
- Diversify Boston-based team by sourcing from personal deep, NYC-industry network for specialized contractors in new category development, brand and copy work, and senior art direction
- Expand global reach potential as intake ambassador for high profile collaborations, press connections, and exclusive assortments

Lauren Manoogian; Brooklyn, NY

Brand + Retail Director

Jul 2018 – Nov 2019

- Responsible for thoughtfully advancing both brand and business goals, aligning core philosophies with industry best practices
- Directed e-commerce buy, site merchandising, art direction, and on-set styling to increase direct sales 83% to LY and conversion lift by 15%; managed site improvements with web developers
- Led first-ever in-house wholesale market, vendor communication, sales forecast, line plan analysis and negotiations for 100+ global accounts in NYC and Paris; boosted bookings 38% to LY
- Audited and elevated brand communication, developed 360 marketing plan including social media strategy, digital ads, and DTC e-mail newsletter content
- Partnered on press strategy and composed seasonal narratives to expand audience and awareness

Saks Fifth Avenue; New York, NY

Division Buyer

Dec 2017 – Jul 2018

- Brought on by DMM to refine omni-channel vision and product curation and to expand the 100+ Home, Gifts, Holiday, and Gourmet vendor matrix to exceed financial goals
- Actioned AR/QR opportunities with Divisional Planner; grew drop-ship program to increase profits and streamline inefficiencies; managed rolling receipts and department-vendor budgets
- Revived digital co-op editorial and cross-team marketing to tout new vendor launches and exclusives
- Managed and developed direct reports through excel tutorials and soft-skill leadership

Saks Fifth Avenue; New York, NY

Digital Market Editor, Site Content Manager

Dec 2016 – Dec 2017

- Drove profits and brand relevance by harmonizing merchant, marketing, and trend office priorities to direct editorial site and email content for Women's Shoes, making 25% of site revenue, up 9% to LY
- Synthesized site metrics and sales history to lead quarterly calendaring and co-op digital marketing for 100+ brands; concept 10x weekly site content stories, emails, and editorial campaigns
- Elevated editorial features through collaborative art direction, trend styling, and creative copy editing
- Optimized category assortment, merchandising, and UX through competitive market research and trend analysis tools
- Mentored junior assistants and merch coord team, sample trafficking, and interns to improve site work flow efficiencies

Bird Brooklyn; Brooklyn, NY

Associate Buyer + Editor

Aug 2012 – Dec 2016

- Owned OTB planning, allocation, and marketing of 100+ Men's, Women's, and lifestyle vendors for 5 doors and web; grew revenue 14.6% and GM\$ 28%
- Honed brand direction and established editorial voice; conceptualized, calendared, and directed fashion editorials and mailers to grow e-comm revenue 60% to LY, conversion 36% to LY
- Passionately scouted and cultivated talent with new brand avg 80% first-season ST; developed exclusive collaborations, private label, and coordinated in-store events
- Leveraged personal network as blog and social editor; IG saw 750% follower growth rate increase
- Grew buying and ecomm team and interns; empowered store staff with trend guides and PK clinics

Maharam, Luxury Textile Design; New York, NY

Communications + Web Editor

Jan 2011 – Jul 2012

- Coordinated site redesign and launched Stories; wrote deeply researched design articles and managed 20+ contributors including John Pawson, Alix Browne, and Stefan Sagmeister
- Owned site metrics and established social strategy, aided print ad campaigns and press strategy
- Extended cohesive brand direction through showroom display curation and product and color naming
- Production manager for Maharam Bags and partnered with Hella Jongerius, Jasper Morrison, et al

Barneys New York; New York, NY

Executive Assistant to EVP/GMM, Judy Collinson

Sep 2010 – Dec 2010

- Ran topside sales and OTB reports for executive review; organized photoshoots and style outs
- Developed Women's, Accessory, and Holiday catalogs; coordinated co-op marketing contracts
- Managed executive's confidential correspondence, travel, and buying office calendar

CONSULTING

Various independent clients, New York City
Creative, Retail, and Marketing Consultant Jan 2020 – Present

With over 15 years in multi-faceted fashion industry roles from designer merchant to global sales and marketing, I help owners and founders fortify their business health, take data-informed action, build necessary structure, and offer supportive, strategic direction as trusted and earnest advisor within independent, sustainable fashion, design, and craft spaces.

- Provide weekly, monthly, or as-needed consultations to weigh critical business decisions and offer industry-standard expertise along with creative, customized solutions
- Scope varies and includes retail buying and planning assortment strategy, merchandise line analysis, marketing calendaring and media plans, fashion art direction, wholesale communication and go-to-market strategy, and D2C E-commerce merchandising and communication
- Support Black-owned business growth through accredited pro-bono mentorships via RAISEfashion, 501(c)(3) company founded by Roopal Patel, Elizabeth von der Goltz, and Carly Cushnie, among others

FREELANCE

Anthropologie, Correll Correll, Tom Scott:

Hand-knit Sample Design, NYC

A Détacher: Runway Dresser, NYC

Thakoon: Wholesale Intern, NYC

Project No. 8: Sales + Styling, NYC

Ikram: 4-year Sales + Styling Assistantship, Chicago

Corbett vs. Dempsey: Gallery Assistant, Chicago

Anthropologie: Holiday Creative Decor Intern, Chicago

Diana Guerrero-Macia: Fiber Studio Assistant, Chicago

PRESS + PUBLICATIONS

Vogue.com

[A Beige Addict on Spring Runway Trends](#)

[9 – 5: What The Most Stylish Women Wear to Work](#)

[10 Eclectic Tastemakers Sound Off on Signature Style](#)

TheCut.com, New York Magazine

[Confessions of a Knitwear Hoarder](#)

EDUCATION + SKILLS

New York University

Writing and editing continuing studies

The School of the Art Institute of Chicago

Bachelor of Fine Arts: Fiber and Material Studies, Fashion Design and Theory

Academic scholarship, London study intensive

Rhode Island School of Design

Pre-college program

Technology

Mac and Windows, advanced MS Office, PowerPoint, and Excel (Pivot tables, VLookups)

Retail POS software and analytics reporting (Shopify, AirTable, RetailPro, Teamwork, Omniture, MicroStrategy)

Wholesale PLM and WMS (JOOR, ApparelMagic)

G Suite, Google Analytics, and social media apps + tools

Language

French and Spanish (elementary proficiency)