

# 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

### 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 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 mailer content creation
- 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 editorial and cross-team marketing to tout new vendor launches and exclusives
- Managed and developed direct reports through excel tutorials and soft-skill leadership

#### 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 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 coop digital marketing for 100+ brands; concept 10x weekly site content stories, emails, and editorial campaigns
- Elevated editorial features through collaborative art direction, styling, and copy editing
- Optimized category assortment, merchandising, and UX through competitive market research
- Mentored assistants and merch team, sample trafficking, and interns to improve site work flow

### 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; concepted, 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 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 + style outs
- Developed Women's, Accessory, and Holiday catalogs; coordinated coop marketing contracts
- Managed executive's confidential correspondence, travel, and buying office calendar

## FREELANCE + INTERNSHIPS

Various emerging brands: Creative, Retail, and Marketing Consultant

Anthropologie, Correll Correll, Tom Scott: Knit Design

A Détacher: Runway Dresser, NYC

Thakoon: Wholesale Intern, NYC

Project No. 8: Sales + Styling, NYC

Ikram: 4-year Sales + Styling Assistantship, 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](#)

ExposedZippers.com

[Industry Interviews: Catherine Lerer Anderson](#)

TheCut.com, New York Magazine

[Confessions of a Knitwear Hoarder](#)

## EDUCATION + SKILLS

### New York University

Writing and editing continuing studies course work

### 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, Sumifs, VLookups)

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

Wholesale PLM and WMS (JOOR, ApparelMagic)

Basic Adobe Illustrator, Photoshop, HTML, WordPress, G Suite, Google Analytics, and social media (Instagram, Facebook, LinkedIn, Pinterest, Twitter)

### Language

French and Spanish (elementary proficiency)