

# 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

### **goop; New York, NY + Los Angeles, CA** **Sr. Buying Consultant, Home + Gift Guide**

May – Nov 2023

- Spear-headed sourcing, negotiation, and purchasing for largest annual investment in Home vertical from OTB budget, revenue, and SKU goals
- Developed exclusive, high-profile collaborations and product in line with brand, creative goals and customer profile
- Championed cross-functional collaboration as point person for Gift Guide 2023 by working with Creative, Marketing, and Brand VPs
- Managed category Assistant Buyer, planning, and gift guide assistant to stay on logistical and digital launch targets
- Maintained multi-brand and private label home + gift business online and in brick-and-mortar stores

### **Misha & Puff; Brooklyn, NY + Boston, MA** **Commercial Director,** **Interim Brand Marketing Direction**

Jan 2021 – Nov 2022

- Steered rapid growth, start up spirited-company sales and digital marketing direction through custom financial planning, merchandise strategy, and brand leadership
- Shepherd triple-digit expansion in designer wholesale and global sales for 6+ collections annually across Womenswear and Children's Knitwear, Shoes, Accessories, exclusives, and third-party merchandise
- Advocated for holistic market positioning and margin health by collaborating with GM and Founders on merch assortment, buy plan, pricing, and category development
- Maintained both brand and profits to drive YOY growth for 100+ global specialty and major wholesale accounts and 3 int'l distribution partners
- Drove D2C e-commerce conversion by pioneering seasonal editorial calendaring and creative briefs to elevate and unify brand voice
- Oversaw 360 digital marketing campaigns with contractors, influencer partnerships, and in-house content creators, managing analytical results
- Created cohesive buzz and beauty on creative direction for launches, high-volume editorial campaigns, and custom merchandised collections
- Increased high-value in-person engagements: Launch, hire, train, and allocate for first-ever retail presence and pop-up locations

### **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
- Audited and elevated brand communication; developed 360 marketing plan including social media optimization, pioneered digital ads in collaboration with agency partners, and managed DTC mailer content creation to align with merchandising investments and brand priorities
- 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 in NYC and Paris, vendor comms, sales forecast, line plan, and negotiations for 100+ global accounts from Net-a-Porter to specialty, boosted bookings by 38%
- Partnered on personalized press strategy and composed seasonal narratives to expand audience and awareness

### **Saks Fifth Avenue; New York, NY**

#### **Division Buyer, Home, Holiday + Gifts**

Dec 2017 – Jul 2018

- Brought on by DMM to refine omni-channel vision and product curation and to expand the 100+ 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 direct reports with excel tutorials and soft-skill leadership

### **Saks.com Market Editor, Site Content Manager**

Dec 2016 – Dec 2017

- Drove revenue up 9% to LY 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
- Synthesized site metrics and sales history to lead quarterly calendar roadmap and paid marketing for 100+ brands; concept 10x weekly site stories, emails, and brand campaigns
- Elevated editorial features through art direction and on-trend styling
- Optimized category assortment, merchandising, and UX through competitive market research and trend analysis tools
- Mentored junior assistants, sample team, and interns' workflow

### **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 buying office 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 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 a 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 site analytics reporting (Shopify, AirTable, Looker, RetailPro, Teamwork, Omniture, MicroStrategy)

Wholesale PLM and WMS (JOOR, NuOrder, ApparelMagic)

G Suite, Google Analytics, Slack, Project Management (Asana, Monday, Basecamp, Notion)

Email + Social media apps + analytics (Klaviyo, Buffer, Minter)

**Language**

French and Spanish (elementary proficiency)