



# Tanielle Marece Govender

## PERSONAL INFORMATION

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## ABOUT ME

I am young, enthusiastic and determined. My hard working nature can easily be seen through my quality of work. I learn fast and think on my feet, hence my exceptional problem solving skills. I work well with others, as well as independently. I pay great attention to detail and always commit 100% to the task at hand. I have a passion for the retail industry and would ultimately love to move into a buying/planning role one day.

## SKILLS

- Outstanding time management, problem solving and organisational skills
- Strong written and verbal communication skills
- Analytical Skills
- Forecasting Skills
- Inventory and Dilution Management
- Promotional planning and tracking
- Proficient in Microsoft Office

## REFERENCES

Company: Cotton On Group  
 Title: Merchandise Analyst (Current)  
 Manager: Tarryn Chengapar  
 Contact Number: 0112683700

Merchandise Analyst  
 Cotton On Group | Jan 2024 – Current

In my current role as the merchandise analyst I monitor inventory levels, and sales of 42 stores within my company. I identify appropriate industry and product categories to maximise profit and sales. I use data analysis to identify markets and fine-tune merchandise

Core Competencies:

- Identifying trends in sales
- Monitoring sales and inventory assortments
- Maintaining and strategizing for various channels across full price stores, outlet stores, ecommerce and wholesale platforms.
- Liaising with partners in Australia on current trend and data history to make informed/guided decisions regarding purchasing strategies as well as provide guidance about selling patterns and the timing of future purchases.
- Monitor store category sales
- Supervise physical inventory
- Monitoring the timing and scope of seasonal changes
- Schedule deliveries and oversee shipping, receiving and warehousing of merchandise
- Develop supply strategies that will minimize stockouts while maximizing inventory turns.
- Calculating margin impact on actions
- Optimizing stock balance between new and previous seasons with allocation and replenishment tools
- Conducting and presenting in-depth sales analysis to identify strengths, weaknesses, threats and opportunities
- Supporting by identifying slow moving items to set promotions/price reductions as appropriate
- Gathering, analyzing, and interpreting data to identify trends and generate statistical reports on selling, logistics, and all other merchandising performance metrics
- Actively monitoring selling performance and inventory levels, identifying trends, and supporting by optimizing balance between selling and stock
- Conducting ad hoc analyses for strategic projects focused on allocation and stock management strategy
- Working cross functionally with the Buying, Merchandising, Visual, and Marketing teams to ensure short term and long-term strategy is secured

Merchandise Allocator  
 Cotton On Group | Aug 2019 – Jan 2024

In my current role I am responsible for the core competencies of an allocator across three departments within Factorie – Girlswear, Guyswear and Accessories. As a brand Factorie is responsible for up to 40% of the total group sales and has the second highest turnover.

Core Competencies:

- Allocate product in the right quantities and options to the right channels (online and in store) at the required time to deliver the most productive sell through.
- Support other functions (Retail and VM) to execute action plans that drive trade and gross profit (GP).
- Load and execute the VM matrix across three departments (girls, guys and accessories) to align with the VM directive across all channels.
- Build capacity reports for all channels and distribute stock accordingly.
- Manage the effective execution of promotional activities across all channels for all three departments.
- Work closely with the distribution team to meet deadlines and deliver on the demand forecasts.
- Regularly complete site visits, store visits and distribution centre visits to validate stock levels and identify opportunities to optimise inventory.
- Liaise with third parties to make wholesale sales and meet an OTB target monthly – I am responsible for a Superbalist account worth the value of up to 6 million monthly.
- Review weekly trade and give a detailed report to make decisions in order to capitalise on trend.
- Analyse stock to sales ratios and rates of sales to ensure I am channelling product volumes correctly and in the most profitable locations.
- Communicate forecast and inventory estimations
- Monitor and report on pivotal changes in sales forecasts, budgets, and business strategies.
- Analyse data for post-season/investment review and report findings to global team (Australia) to give a clear report on cross market trend.

Brand Assistant  
 Cotton On Group | Oct 2018 – Aug 2019

Receptionist  
 Cotton On Group | Aug 2018 – Oct 2018