

Rhonda Michaels

Sr. Merchant with omni-channel,
regional and global experience

+

Delivering high volume apparel and
accessories in the active and lifestyle
markets

+

Driving customer-centric strategies
with data, innovation and collaboration

CONTACT



714.206.0061



rhonda.michaels@gmail.com



www.rlrichards.com



linkedin.com/in/
rhondamichaels



San Clemente, California

EXPERTISE

Strategic Business Planning
& Execution

Assortment Planning
& Line Segmentation

Data Analytics

Project Management

Team Leadership/Mentoring

Problem Solving

Merchandising

NPD

TECHNICAL SKILLS

Microsoft Excel

Power Point

Adobe Creative Suite

Toastmasters

WORK EXPERIENCE

SENIOR MERCHANDISE MANAGER - MEN'S + ACCESSORIES

prAna | Carlsbad, California | 2011 - 2020

Developed strategic global product line plans to support seasonal business and financial goals, resulting in YOY double digit increase in revenue.

Drove merchandise strategies by season, division and category mix

→ Achieved product line targets and increased overall weighted margin 2%

Led PCT Teams and managed weekly meetings to review product life cycle, assortment plans by retail tier and style/sku adoption

→ Increased productivity by 4%, minimized COGS, forecast intel, informed well-rounded design collections and sourcing strategies

Created SWOT analysis providing critical performance data, leveraging successes, managing risks and protecting current business

→ Identified white space opportunity, launching a core "basics" program with triple digit upside

Conducted ongoing market research and competitive analysis, including NPD data

→ Road map helped drive insight for PCT Team to design closer to trends, decreased demand in number of SMU styles by 8%

Curated product selection, styled models, facilitated photo shoots to showcase key product initiatives and collaborated with marketing/creative teams on direction for outward facing media development

→ On body product shots drove growth upwards of 3%

→ Cohesive consumer brand messaging threaded across omni-channels

Key account and Sales brand ambassador, traveling to Specialty and Major retailers

→ Strengthened business acumen and increased YOY category growth by 6%

LA JOLLA GROUP - O'NEILL, RUSTY, ..LOST

Irvine, California | 2002 - 2011

DR. OF MERCHANDISING, SOURCING, PRODUCT DEVELOPMENT

(Rusty, ..Lost) | 2006 - 2011

BUYER / PLANNER

(O'Neill & Lost Mens and Womens Accessories) | 2005 - 2006

MERCHANDISING MANAGER

(O'Neill Mens, Boys, Kids) | 2002 - 2005

ORANGE COUNTY SUB REP

(O'Neill Mens) | June, 2002 - Sep, 2002

QUIKSILVER - ROXY, WINTERSPORTS, SILVER EDITION, HAWK

Huntington Beach, California | 1994 - 2002

MERCHANDISING + OPERATIONS

(Silver Edition, HAWK) | 1999 - 2002

MERCHANDISING + PRODUCT DEVELOPMENT

(Roxy, Wintersports) | 1994 - 1999

References Available Upon Request