



Katherine Warner

Senior Assistant Merchandiser

London, UK

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Languages

English (Native)

About

Senior Assistant Merchandiser at ASOS.com Street brands.

BRANDS WORKED WITH

ASOS

ASOS.com Brands

ASOS Design

Experience

● Senior Assistant Merchandiser

ASOS.com Brands | Jan 2020 - Now

- Senior Assistant Merchandiser currently working alongside the Junior Merchandiser on the Street brands department across both Menswear and Womenswear managing all clothing and non-clothing product categories. Annual gross sales of £90m.
- Currently manage a brand porQolio with annual turnover at £50m (e.g CarharT WIP, Lacoste, Farah, HUF, Obey)
- Worked on the EU Heritage branded department alongside the Senior Merchandiser. Annual gross sales £100m – managed a brand porQolio with annual turnover at £40m (e.g. Barbour, AllSaints, Hugo Boss)
- Forecast all KPIs on WSSIs by product group for 3 separate warehouses (UK, US and EU) and also for each brand I manage.
- Building and maintaining strong rela_onships with my brands, having weekly/bi weekly catch ups on trade and intake and regular longer term strategy mee_ngs.
- Managing all finance deadlines for the department and presen_g any key changes and ac_ons to the Junior Merchandiser and Head of Category (High Summer/Cold Weather intake roll ups, monthly op_ons/ALB/go live forecasts, intake margin forecasts)
- Manage 2 Merchandising Admin Assistants on day to day tasks and wider development by having bi-weekly 121s and going through objec_ves.
- Work alongside the Junior Merchandiser to plan forward strategies for all 30 brands on the department (all KPI's, core/seasonal mixes and warehouse mixes) and present this back to the Head of Category and Director for each season.
- Providing detailed OTB, ALB and op_on plans for each brand's buy appointment by product category based on forward strategy and trade analysis.
- Going to buy appointments and range building with the buying side. Presen_g these buys back in sign ofs with the Head of Category.
- Monthly trade mee_ngs with the Head of to review sales by brand and product group and to highlight any WSSI reforecasts based on risks and opportuni_es.
- Managing NOOS lines across underwear, tops, boToms and accessories ensuring all sizes are available in all 3 warehouses all year round.
- Working alongside junior AMs on the department and helping the Junior Merchandiser with their development in terms of training on deadlines.
- Buddy for AM new starters, being a point of contact for any training and general catch ups about well-being.
- AM rep to escalate issues within the AM community and come up with resolu_ons – for example, rolling out addi_onal training for certain finance deadlines.

● Assistant Merchandiser

ASOS Design | Mar 2019 - Jan 2020

- Assistant Merchandiser working alongside the Senior Merchandiser on the Menswear ASOS Design Fashion and Basic Jersey departments. Annual gross sales of £70m.
- Managed produc_on planners for the top 5 suppliers across all of the jersey and leisure departments, ensuring suppliers had monthly produc_on unit forecasts to help them manage factory capaci_es.
- Lead the set up in the ASOS Design basics page alongside the trade op_misa_on team with weekly page refreshes focussed on the best product edit.
- Managed over 300 NOOS lines (5% of these were in the ASOS Design top 10 unit sellers each week (t-shirts, mul_packs, vests and polos)

- Worked with both short lead and long lead suppliers using long lead to maximise margin and short lead to maximise speed to market on trends.
- Meeting weekly intake targets set by the intake planning department for each of the 3 warehouses and ensuring that any risks to this were escalated and resolved.
- Managing in season trading for repeats, cancellations, phasing or pulling stock forward.



- **Merchandising Admin Assistant**

ASOS | Sep 2015 - Mar 2019

- Merchandising Admin Assistant for ASOS Design Menswear Outerwear reporting directly to the Merchandiser. Annual gross sales of £50m.
- Prepared weekly trading reports to analyse performance on the department.
- Managed long lead flow lines from China, India and Turkey on seasonal product.
- Monthly sizing analysis to ensure ratios are accurate.
- Leading weekly intake meetings to highlight risks and suggesting actions (phasing, cancellations, stock swaps, CPRs)
- Pricing reviews alongside the buying side to suggest any changes based on competition and trade.
- Maintaining the delivery schedule accurately to ensure all information is correct and can be used by the whole team for deadlines.

Education & Training

2015

- **University of Leeds**

Upper 2nd Class Degree in Business Management,

- **Edmonton Country School**

GCSE's,