



Constance Gomes

WW Sales Merchandiser Shoes

Paris, France

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Languages

French (Work Proficiency)

English (Fluent)

Spanish (Fluent)

Portuguese (Native)

About

+7 years with a demonstrated history working in fashion luxury. Strong expertise in merchandising, skilled in internal collection buying, multi-lingual project management, strategic plans, and drawing insights from data. I stand for my ability to make things simple, challenging the status quo and translating needs into action in the context of a bigger picture.

BRANDS WORKED WITH

BALENCIAGA

Fabernovel

LOEWE

Experience



● WW Sales Shoes Merchandiser

BALENCIAGA | Jan 2021 - Dec 2022

- Achievements: reached double-digit growth, promoted efficiency by reducing 10% assortment breadth, built PERCO matrix distribution tool to enable tailored offer by market.
- > Managed launch plan organization (5 collections + 6 capsules per year, >1K SKUS).
- > Developed and monitored sales/stock reporting tools to identify opportunities to exceed targets and offset risks.
- > Lead buying sessions: prebuys, master offer and buy mix forecast, OTB and buying reviews with regions.
- > Ensured sales coverage on PERCO by collaborating with demand planning on sales forecast and reorders.
- > In charge of the relations with VM for monthly guidelines and ad hoc topics.
- > Oversaw product life cycle and defined end of season markdown strategy.



● WW Collection and Sales Junior Merchandiser WRTW & WSHOES

LOEWE | Oct 2019 - Dec 2020

- Achievements: category least impacted by Covid crisis, increased ST by 10pp, reshaped buying tools amid digital showroom, launched automated data visualization reporting
- > Introduced Power BI data visualization tool reducing time of analysis by 30%.
- > Defined assortment by clusters and buy mix guidelines by region.
- > Reshaped, coordinated, and presented training tools to regional office and wholesale accounts.
- > Conducted sell-in and sell-out, competitive analysis, and defined pricing strategy.
- > Supported the merchandising briefing to design and supervised product development teams to adjust product characteristics for higher sales potential.
- > Ensured collections were delivered within target dates by executing fabric bulk pre orders based on sales projections and defined collection phasing per drop.
- > Assisted VM guidelines for the rollout of collection in store.
- > Defined the carryover product list with the collaboration of regional merchandisers, by identifying potential best-selling items to be exploited in further collections.



● WW Sales Leather Goods Junior Merchandiser

LOEWE | Jul 2018 - Jun 2019

- Achievements: improved ST by 5 pp on slow movers, ensured hot items stock levels achieved WOC target on a monthly basis

- > Delivered thorough business analysis to top management based on Ad-hoc reporting on a regional and worldwide basis.
- > Implemented assortment strategy per cluster and developed buying proposals aligned with customers' expectations to maximize sales
- > Guaranteed brand communication was aligned with business goals by liaising with Marketing, CRM, Online, and PR on a weekly basis.
- > Developed VM contingency plans by liaising with VM, diminishing the impact of late deliveries.



- **Analyst**

Fabernovel | Sep 2015 - Dec 2017

Achievements: ride sharing platform launch by Brisa in 2017, HomeLovers app launch

> As Analyst at FABERNOVEL, I managed projects focused on strategic innovation, new business models and services design. I am specialized in running strategic studies on new opportunities (benchmarks; interviews, field studies) and in designing innovative models and services.

I was involved in projects in FMCG, luxury tourism, insurance, real estate and transportation sectors.

[see less](#)



- **E-Merchandiser SLGs, Accessories**

LOEWE | Jul 2019 - Oct 2019

> Managed product catalog – (product layout, product information, choice of visuals).

> Elaborated a communication calendar and briefed marketing on asset requirements.

Education & Training

2017 - 2017

- **IE Business School**

Master in Management, International Business

2015 - 2015

- **ISEG - Lisbon School of Economics & Management**

Digital Marketing Intensive Course For Executives, Marketing

2012 - 2015

- **Católica Lisbon School of Business and Economics**

Bachelor in Business Administration (BBA),