

JEEYOON LEE

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SUMMARY

Strategic Merchandising and Allocation professional with extensive expertise in optimizing inventory turnover and revenue for high-value portfolios across 20+ retail locations. Expert in end-to-end allocation strategies, including in-season rebalancing and replenishment, to align stock levels with regional demand and financial objectives. Proven track record in collaborating with retail teams to enhance store performance through data-driven forecasting and operational excellence.

SKILLS

- **Inventory Strategy:** End-to-End Allocation, Seasonal Replenishment, In-Season Rebalancing, and Initial Allocations.
- **Operational Excellence:** Open-to-Buy (OTB) Management, Supply Chain Logistics, BOH Capacity Planning, and Warehouse Coordination.
- **Analytics & KPIs:** Stock-to-Sales Ratios, Sell-Through Analysis, Trend Forecasting, and Post-Buy Hindsight Analysis.
- **Partnership:** Cross-functional Leadership (Merchandising, Logistics, IT), Store Performance Support, and Vendor Management.

EXPERIENCE

10/2022 - Current

Buyer

Palm USA Inc

- **Lead end-to-end allocation strategy** for 20+ retail locations, utilizing advanced sales analytics to reduce aged inventory by 15% and optimize product lifecycle value.
- **Direct Open-to-Buy (OTB) strategies** for high-growth portfolios, meticulously aligning initial allocations and replenishment plans with regional demand and boutique-specific profiles.
- **Spearheaded procurement and allocation strategies** that expanded the premium brand portfolio by 30%, ensuring high-demand products were prioritized for top-tier "doors" to maximize brand positioning.
- **Optimize a total inventory value exceeding \$8M**, implementing data-driven forecasting models that significantly improved stock-to-sales ratios across all luxury categories.
- **Provide training and mentorship** to store personnel on operational excellence and brand consistency, ensuring seamless execution of inventory flow and visual merchandising standards.

06/2018 - 10/2022

Associate Buyer

Palm USA Inc

- **Drove 32% revenue growth** through strategic pricing negotiations and margin expansion strategies while maintaining strict adherence to premium brand standards.
- **Executed 4-5 major quarterly sales plans**, leveraging competitor trend analysis to rebalance stock and maximize seasonal sell-through during peak retail moments.
- **Monitored store-level performance** to identify underperforming categories, proactively executing corrective transfers and markdowns to maintain healthy inventory levels.

03/2017 - 05/2018

Assistant Buyer & Planner

Palm USA Inc

- **Orchestrated inventory launches for new retail locations**, achieving top-tier sell-through rates within six months.
- **Maintained seamless inventory flow** through strong vendor relationships and adherence to premium quality standards.
- **Analyzed weekly sales trends** to optimize inventory turnover and deliver actionable insights for performance enhancements.

10/2016 - 02/2017

Assistant Allocator

Palm USA Inc

- **Optimized supply chain logistics** by implementing expedited tracking for critical launches and seasonal shifts.
- **Streamlined stock replenishment** through supplier and warehouse coordination, enhancing operational efficiency.
- **Implemented strategies boosting warehouse coordination**, significantly increasing boutique delivery speed and accuracy.

EDUCATION

05/2016

BBA: Marketing
University of Minnesota