

Katherine Tousaw

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WORK EXPERIENCE AND QUALIFICATIONS

Match Marketing Group Retail Merchandiser Independent Contractor -Current

Match Marketing Group, North America's leading shopper marketing agency, is partnering with leading brands such as L'Oréal, Maybelline, Groupe Marcelle, Lise Watier, Shoppers Drug Mart, and Walmart among others.

Responsible for planning and executing merchandising strategies in various retail stores.
Execute layout changes and various merchandising tasks
Establish and maintain an effective relationship with store management
Assemble/set-up store fixtures and displays efficiently and accurately by following Plan-O-Grams
Organize and replenish product on shelves in a timely manner
Eliminate out-of-stock and out-of-date product
Submit online reports

Owner and Operator -Dagenais Retail Group Inc. o/a [ATHENA](#)

Square One Shopping Centre, Mississauga, Ontario

ATHENA was a leading edge international retailer of popular culture operating over 100 stores in Canada. Athena sold framed artwork, posters, greeting cards, journals and unique giftware

- Resourceful and strategic problem solver within the confines of limited resources and a fast paced environment
- Initiated advertising strategies which enhanced customer image of the store and increased customer traffic and revenue
- Proven ability to develop and retain strong relationships with vendors
- Procurement of all goods – primary negotiator – sourced globally as required
- Cash and Payroll management- organizational skills built on a foundation of a strong bias for detailed execution and tight financial controls/management
- Computerized bookkeeping -detailed inventory controls and reports to aid in decrease of purchasing costs, analyzing sales trends and preparing projections
- Knowledge of trends in the marketplace and ability to anticipate which products will maximize sales
- Merchandising – created stimulating and engaging designs and weekly enhancements
- Recruit, Train and Motivate front line productive team

WORK ACCOMPLISHMENTS

Profitable every fiscal year from inception.

Achieved the President's Award for the highest Christmas sales in the first year of operation.

Each successive year financial performance bettered the previous year.

Took a clear leadership role in the successful development of the Athena's concept in Canada:

Expanded Athena's concept and introduced exciting new products

Sourced new suppliers which required importing product

Introduced new line of stationery product which increased sales 144%

Designed and purchased poster layout which increased sales 66%

Lead a group of franchisees to establish independent ownership of stores in 1996 when Athena International went into receivership.

In early 2001 an opportunity arose to sell the franchise for a substantial return. I seized the opportunity.

EDUCATION AND SKILLUPGRADES

SHERIDAN COLLEGE-DIGITAL MARKETING MANAGEMENT

Search Engine Marketing
Social Media Marketing Strategies
Fundamentals of Digital Marketing Management

HOOTSUITE PODIUM

The Fundamentals of Social Media Marketing

LYNDA.COM

Social Media Marketing – Brad Batesole
Web Analytics Fundamentals – Matt Bailey
Google Analytics Essential Training –Brad Batesole
WP DIY-Setting Up Wordpress- Morten Rand Hendrikson
WP & Genesis DIY – Carries Dils
HTML Essential Training - James Williamson
Wordpress Essential Training –Morten Rand Hendriksen

MICROSOFT VIRTUAL ACADEMY

HTML 5 Fundamentals- Bob Tabor
CSS Fundamentals – Bob Tabor

LEARNABLE.COM

Build Your Own Website with HTML and CSS – Kevin Yank
Get Started Blogging – Chris Garrett
Boost your Blog Traffic – Darren Rowse

CODECADEMY & WORDPRESS

Make a Website (HTML, CSS, Bootstrap), WP 101 Series

McGill University

Bachelor of Arts Degree

TECHNICAL SKILLS

Experience with- Word, Excel, Notepad, Movie Maker, WordPress, Basic HTML & CSS, Hootsuite, Buffer, Tailwind

VOLUNTEER WORK AND INTERESTS

Team Manager for Oakville A's Baseball – 3 years
Team Manager for Oakville Vytis Basketball - 3 years
Team Bonding Organizer for Oakville Soccer Club – 2 years

Curling, Yoga, Travel and Photography

Here are selected blogs that I have created and maintain

<http://www.seeourcanada.com>

<http://www.ideasbykatherine.com>

<http://www.thewaytowonder.wordpress.com>

