

# Katherine Tousaw

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## WORK EXPERIENCE AND QUALIFICATIONS

### Third Floor Stuff

#### **Business Owner and Operator of Online Marketplace - September 2018- current**

- Source and procure inventory with excellent rankings and quick turnover
- Create and upload online listings for new and existing products by using Amazon templates or writing product descriptions that are Search Engine Optimized
- Monitor and analyze ASIN performance, rankings, ratings and customer reviews.
- Monitor merchandise pricing and outbound shipments to ensure delivery
- Working full time on the Amazon platform with their ongoing programs
- Develop and manage day-to-day relationships with vendors and customers
- Prepare, send and manage inventory to Amazon FBA and FBM.
- Monitor performance ratings and buy box on all products
- Social media marketing and customer service

#### **Match Marketing Group - Retail Merchandiser**

#### **Independent Contractor – January 2017 – Current**

- Responsible for planning and executing merchandising strategies in various retail stores.
- Establish and maintain an effective relationship with store management
- Assemble/set-up store fixtures and displays efficiently and accurately by following Plan-O-Grams
- Submit online reports

### ATHENA -Business Owner and Operator located in Square One Shopping Centre

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

- Initiated advertising strategies, strong relationships with vendors, Procurement of all goods
- analyzing sales trends and preparing projections
- Merchandising – created stimulating and engaging designs and weekly enhancements
- Recruit, Train and Motivate front line productive team

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

## EDUCATION AND SKILL UPGRADES

**SHERIDAN COLLEGE- DIGITAL MARKETING MANAGEMENT - RECOGNITION OF ACHIEVEMENT 2016-2017**

**McGill University - BACHELOR OF ARTS DEGREE**

## PORTFOLIO

Here are selected blogs that I have created and maintain

<http://www.seeourcanada.com>

<https://sparksocialanddesign.com>

<http://www.ideasbykatherine.com>

<https://artthroughtheirages.wordpress.com/>

<https://culturalodyssey.wordpress.com/>

