

ELLA B. ANDERSON
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Professional Summary

Experienced professional skilled in product development & management; sales & marketing, purchasing and inventory control.

Strategic Product Specialist/Consultant ***New Vistas Marketing***

June 2011-Present

- Conduct product research and analysis to provide product lifecycle recommendations to clients.
- Go-to-market planning for new products.
- Give creative direction for product renderings, client marketing materials and packaging solutions.
- Provide product gap analysis to include categories, markets, price points.
- Manage projects from initiation to implementation to ensure crucial deadlines are met, key participants remain on-task, and stakeholders receive timely reports.
- Domestic and international sourcing of finished goods and raw materials.
- Recommend both short-term solutions and long-term strategies for success, including inventory analysis.
- Created display and merchandising strategy for industry trade shows.
- Develop promotional strategies in collaboration with sales team.
- Key member of promotional products startup division for one of North America's largest printing and envelope manufacturing organizations.
- Directed promotional and strategic branding programs for key national and global clients.

Purchasing Manager- Director ***Dart Mfg. /Senator Promotional Group***

May 1995-May 2011

- Direct and oversee procurement of inventory, inventory control, receiving and material handling.
- Responsible for interviewing, hiring and supervising staff.
- Create and maintain long term partnerships/relationships with domestic/international vendors and freight forwarders.
- Manage Custom Product Design department and work with customers on special projects.
- Interface with sales and marketing on promotional efforts, sales forecast, inventory status and product availability.
- Responsible for New Product Design and Development.
- Establish and maintain quality standards.
- Identify and implement process improvements to increase efficiency and accuracy.
- Responsible for the overall departmental budget.
- Reduce costs for inventory and non-inventory materials.
- Manage receiving department and raw material warehouse.

Education

Wades Fashion College
Dallas, Texas

Graduated Associates Degree

References are available on request