

ROBIN MERCHANT

“MARKETING EXPERT MAKES A DIFFERENCE”

Innovative professional makes waves in Miami

Not since the Heat brought home the NBA Championship has there been such a buzz in the Magic City. Businesses across Dade County are rejoicing at the news that Robin Merchant has brought more than seven years of marketing savvy to town.

Multi-faceted approach

With expertise in outbound and inbound marketing for products as diverse as designer jewelry and high-power lithium-ion batteries, Merchant delivers the fresh, effective strategies companies need to succeed in competitive environments.

Ms. Merchant is well versed in:

- Product Development
- Merchandising
- Exhibition Strategies
- Market Trend Analysis
- Marketing Communications
- Website Development
- Team Leadership
- Inventory Planning
- Basic Accounting

Fast-track promotion

Ms. Merchant's career began with a bang when she was promoted to Marketing Coordinator for Gucci Jewelry (a Fancy Apparel company) in 2004 just four years after her 2000 appointment as Marketing Assistant at J Shoes.

As Planning Manager in charge of filling \$40M+ inventory demand for J Shoes, J Bags, and Gucci brands, Merchant was among only 3% of employees retained when Fancy Apparel purchased J Shoes in 2003.

Meeting growth and exposure goals

Merchant realized great success in the fashion industry. She effectively disseminated product and marketing information to sales personnel, **exceeded yearly fill rate expectations by 5% for all brands and filled all orders at a rate of 95% or better.**

Her next challenge was to manage all aspects of corporate communications for LION Systems, a startup developer of lithium-ion battery technology. As Director of Marketing (2005-2007), Ms. Merchant played a major role in the company's launch.

She paired adept design and management of LION Systems' website with an aggressive PR campaign that landed the company on the **front page of the Wall Street Journal's business section.** The result: **more than 15,000 visitors to the B2B website within the first two weeks of launch.**

During her tenure, the company's investor-funded **reserves increased 50% from \$60M to \$90M.**

Merchant coordinated every major exhibit and conference as well as all PR activities. She also played a central role in branding; including development of core messaging, brand image, etc. **Stanley Tools** soon became a client, followed recently by **Ford Motors.**

Multicultural acumen

Merchant is conversant in French and Spanish. "In today's culture of globalization, understanding of foreign languages and business customs is critical," she says. In addition to backpacking through Europe and Australia, Merchant has represented LION Systems at conventions in Japan and visited with their manufacturers in China.



Merchant's strategies are right on target.

Broad-based training

A 2000 graduate of the University of South Carolina, Merchant holds a **Bachelor of Arts in Business Administration**, emphasis in Marketing and minor in Mathematics.

Semesters in England studying the country's architecture and at the National Outdoor Leadership School round out her eclectic academic background.

IT skills

No stranger to the keyboard, Merchant works with Mac and Windows operating systems. An expert at Excel, Outlook and PowerPoint, she's also handy with HTML, Acrobat, Photoshop, Illustrator, QuickBooks, AS400 and Yahoo Merchant.

Get in touch

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