MARY C. MONAHAN

📍 New York, NY ✉ monahancmary@gmail.com ▯ (516) 643-1524 in linkedin 🌐 portfolio

Results-oriented data driven strategy leader with 10+ years of experience managing omni-channel analysis, forecasting and strategic planning for major brands, retailers and industry leaders. Proven success in leading direct reports, building and executing short- and long-term strategic plans through collaboration with cross-functional teams. Expertise in establishing and benchmarking KPIs across e-commerce, brick-and-mortar, and live sales metrics. Skilled in improving forecasting accuracy, project management, and presenting actionable insights to drive sales and profitability objectives.

TECHNICAL SKILLS & DATABASES

Programming Languages & BI Tools: SQL, Python, DAX, Tableau, PowerBI, Advanced in Excel, Matplotlib, Seaborn, Pandas, NumPy, Scikit-learn, APIs, Webscraping, Google Docs, Microsoft Office Suite

Enterprise Systems: EIW Frameworks, JDA's Arthur Enterprise Suite, SKYPAD, NPD's Decision Key, IBM COGNOS

EXPERIENCE

Advanced Data Analytics Fellow| General Assembly | Remote | August 2022 – November 2022
• Successfully completed 450+ hours of expert-led instruction with hands on learning, strengthening data analytics skills using the industry's most in-demand technologies. Projects include:
  - U.S. Retail Trends & Investing in Wind Energy: Built with Tableau & Python
  - Citibike: Built with SQL, Tableau
  - Airbnb: Built with Excel, PowerBI

Director, Commercial Planning & Analytics | L'Oréal | New York, NY | January 2021 – May 2022
• Led cross-functional team of 30 in 3 locations (New York, Los Angeles, Chicago), ranging from account managers to executive leadership in the forecasting of e-commerce, brick & mortar & live sales KPI targets (sell out & shipment figures) that aligned with global priorities and objectives for 2 top luxury brands, worth $1.3B+ in retail sales, guiding robust double-digit growth over the previous fiscal year and increased e-commerce representation of the overall business.
• Reduced business dependency on promotions by developing category mapping and merchant tiering strategies, providing mid- and executive-level leadership with data-driven insights and strategic recommendations. This effort significantly improved bottom-line performance and enhanced overall business outcomes.
• Boosted sales productivity across all merchant tiers (assisted sell, traditional & fine department stores, live streaming, D2C platforms) by partnering with business leads to allocate and strategically develop ambitious yet achievable sales targets that aligned with corporate goals. This strategic approach successfully led to the achievement of divisional revenue and profit targets.
• Enhanced reporting and forecasting tools by introducing additional statistics and visual representations, enabling stakeholders to better understand performance drivers and make more agile decisions.

Senior Manager, Retail Sales Planning & Analytics | L'Oréal | New York, NY | July 2019 - December 2020
• Drove a return to sales growth in the back half of 2020 for the #2 luxury cosmetics brand by providing leadership with COVID-adapted KPI dashboards and analysis consistently highlighting growth opportunities and risks.
• Oversaw assistant manager responsible for report production and process improvements & documentation of sales data systems leading to improved confidence in data accuracy across the organization.
• Posted +15% net growth (6x market rate) and gained 0.6 points of share in women's luxury fragrance market by working with marketing and demand planning teams to develop launch ambitioning and protection plans for existing product lines.
• Partnered with leadership on strategic workforce transformation projects aimed at improving sales productivity and shift over to e-commerce due to changing retail landscape from the onset of the COVID-19 pandemic.

Manager, Retail Sales Planning & Analytics | L'Oréal | New York, NY | May 2016 - June 2019
• Analyzed POS & wholesale customer data across various platforms to inform stakeholders on KPI performance and marketplace conditions for Lancôme, the #2 luxury cosmetic brand, worth $1B+ in retail sales.
• Reduced reporting redundancy by 50% by collaborating with account leaders to develop more meaningful, consumer centric KPI reporting (category mapping, merchant tiering) and flexible forecasting tools to address evolving business needs.
• Investigate promotion mechanism effectiveness for key commercial moments that drive up to 40% of annual sales.
• Developed business analysis system by collaborating with business and IT teams to automate and optimize reporting suite.

Merchandise Planner | Ross Stores | New York, NY | August 2015 - May 2016
• Steered product plans and financial forecasts for men's shoe category by analyzing sales, gross margin, inventory & OTB.

Senior Merchandise Location Planning Analyst | Ross Stores | New York, NY | February 2014 - August 2015
• Planned and forecasted store inventory levels for subsection of business with 75+ different product categories.

Global Category Analyst, Luxury Cosmetics | NPD | New York, NY | August 2012 - February 2014
• Delivered insights to better advise our clients brand strategies, product innovation, packaging design, and potential partnerships.

EDUCATION

Advanced Data Analytics Program | SQL, Python, Tableau, PowerBI, Excel | Certificate | General Assembly
Bachelor of Science in Business Administration | Finance & International Business | 3.8 | University at Buffalo
Bachelor of Arts in International & Global Studies | Latin American Studies | 3.7 | University at Buffalo