

Career Searching in the Age of “COVIDization”



Presented by:

Ron Milman

Principal at Milman Search Group

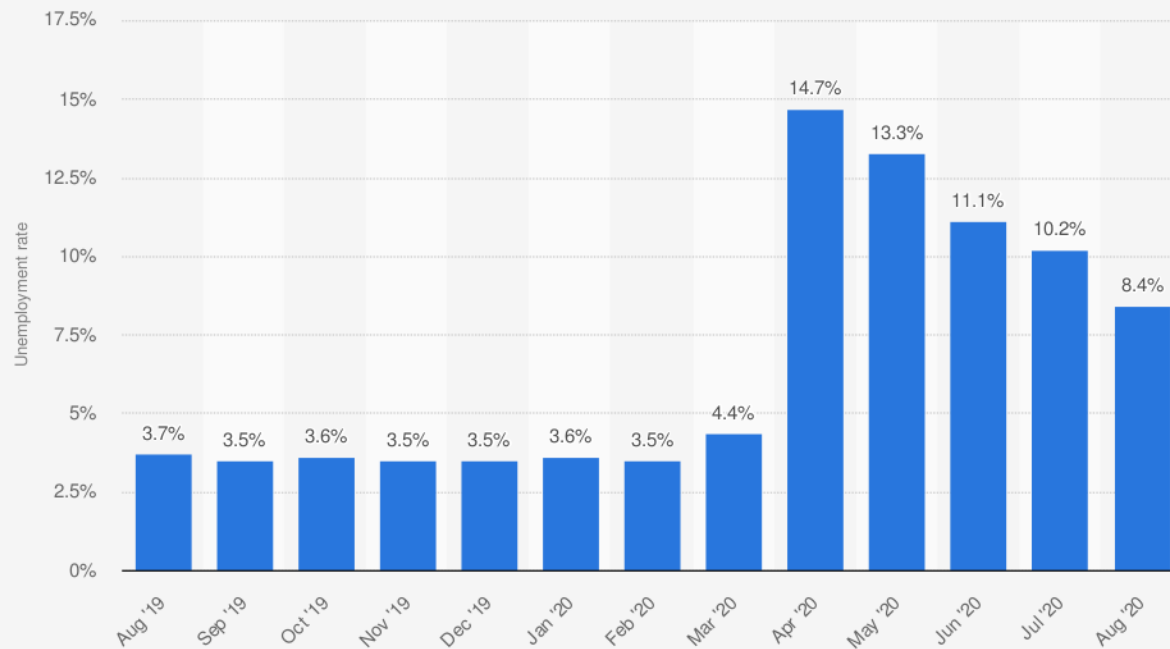
Who am I and How Did I Get Here?



- 20 years in recruitment
- Early career in sales team leadership
- Hiring, training, research consultant to industry leading companies
- Career Transition Coaching
- Extensive background working with CPG companies and licensing roles
- Father, baseball nut, amateur guitarist, Second Degree Black Belt and working on a third

Job Market in the Pandemic Economy

Monthly unemployment rate in the United States from August 2019 to August 2020
(seasonally-adjusted)



Source
Bureau of Labor Statistics
© Statista 2020

Additional Information:
United States; Bureau of Labor Statistics; August 2019 to August 2020; 16 years and older

Job Openings Recovery

Vacancies Exceed Forecasts

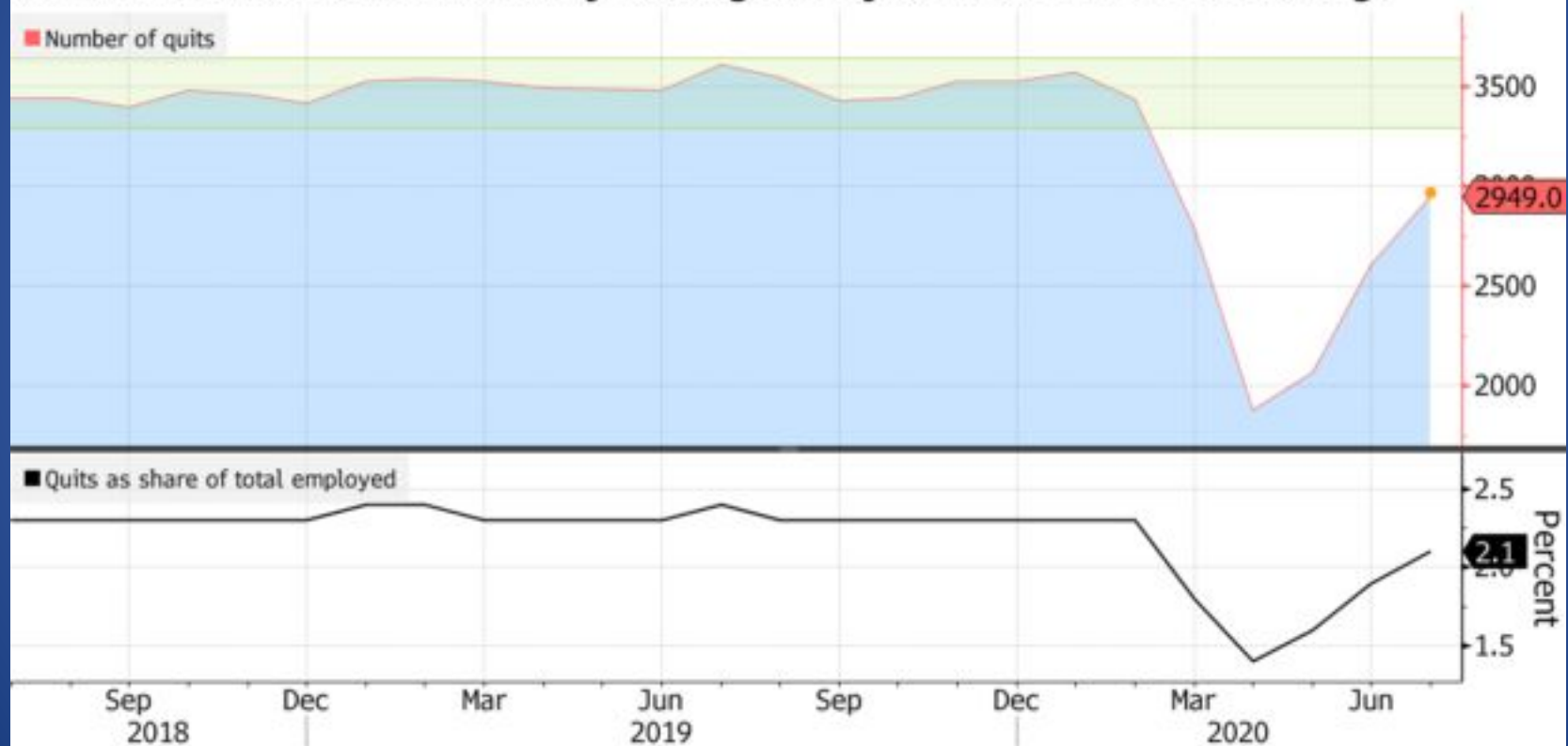
U.S. job openings picked up in July as economy bounces back from lockdowns



People Leaving Their Jobs

More Churn

Number of Americans voluntarily leaving their jobs reaches five-month high



Source: Bureau of Labor Statistics

Is it a Good Time To Move?

- Am I happy now? Challenged? Fulfilled? Appreciated? Fairly Compensated?.....
- Do I have stability in this tough environment?
- Upside of the new opportunity?
- The “shiny object” theory
- Pros and Cons List!

Let's Talk Resumes!

- Formatting
- The 15 second rule
- Keywords for ATS algorithms
- Best stuff on top
- Think bullets, not narrative
- Brevity is key
- Cover Letters-yay or nay

Resume Formats

templates.doc [Compatibility Mode] - Microsoft Word

File Home Insert Page Layout References Mailings Review View Acrobat

Susie Q

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WORK EXPERIENCE

Disney Consumer Products Los Angeles, CA
Merchandise Manager, Outlet and Premium Division, The Disney Store 2016-2020
Selected as lead merchandiser for \$60M Outlet and Premium division to establish a strategic product plan to grow revenue 30%.

- Analyzed competitive landscape and target consumer to position Disney Store Outlets. Reassessed product mix, managed markdown inventory turns, established in-store marketing and promotions, and drove visual merchandising direction.
- Increased penetration of exclusive product assortment from 8% to 15% of retail sales, resulting in higher sell-thru rates and improved margin rates for the Outlet division.
- Initiated product development and communication processes across outlet division and core departments.
- Launched premium product strategy for top tier stores to generate buzz and reposition the brand as a specialty retailer.
- Developed comprehensive marketing and product strategies to support in-store events and collaborations.
- Shaped eco-strategy, growing presence of sustainable products and developing synergy and co-branded partnerships.

Merchandise Manager, Girls, Boys, Tween, and Baby Fashion and Sleepwear, the Disney Store 2012-2016
Profitably managed four departments driving \$50M in sales and comprised of over 400 SKUs. Delivered double digit comp. growth by elevating the product assortment in-line with the corporate strategic vision, increasing margins through a good/better/best strategy and corresponding costing strategies, and expanding vendor relationships.

- Managed team of merchants, leading them to build and execute seasonal strategies to hit financial targets, and training them to be stronger merchants, presenters, communicators, and cross-functional leaders.
- Increased margins by counter-sourcing key categories, partnering with vendors to cost develop merchandise, and chunking business into promotional versus fashion vehicles with corresponding costing and retail strategies.

Boem Chacra Lacka Brands Los Angeles, CA
Co-Founder 2009-2012
Portfolio of premium fashion brands with global distribution in the specialty and department store channels. Successes included securing focal placement in Fred Segal and American Rag, and the exclusive apparel license for Rock the Vote.

- Designed product, choosing color palette and bodies, researching social causes, and translating them into the phrases and interior copy for which Social Atelier Brands became known.
- Developed marketing plans and negotiated contracts with non-profit partners and licensees. Executed a 1000 person Ethical Night Out launch with Fred Segal, GenArt, and MySpace, and the Rock the Vote 2008 launch at Kitson with Christina Aguilera.
- Created sales strategy, securing placement in halo and trend-setting accounts worldwide such as Fred Segal, Henri Bendel, Neiman Marcus, Saks Fifth Avenue, Kitson, Bloomingdale's, and Urban Outfitters.
- Brands highlighted in Nylon, Elle, US Weekly, People, Current TV, Access Hollywood, E! Entertainment, New York Fashion Week, Womens Wear Daily, and numerous other media/celebrities. Awards include Nylon Magazine "Brand to Watch" and MySpace Fashion Featured Designer.

EDUCATION

University of Southern California, Marshall School of Business Los Angeles, CA
Master of Business Administration, Marketing Concentration 2003-2005

- Activities & Societies: VP of Education, Marketing Association; Event Chair, Challenge For Charity; Marshall Ambassador

University of Los Angeles Philadelphia, PA
Bachelor of Arts & Sciences, English; Minors in Art History and Spanish 1996-2000

- Activities & Societies: Magna Cum Laude; Studied abroad at ICADE, Madrid; AJSW Hurricane Mitch rebuilding program.

SUSIE Q

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SKILLS

- Advertising, Translating
- Art direction, Trend
- Basic, Vision
- Brand strategy
- Marketing plan
- Marketing plans
- Marketing
- Market
- Merchandising

EDUCATION

University of Southern California, Marshall School of Business
Los Angeles, CA • 2005

Master of Business Administration
Administration: Marketing Activities & Societies: VP of Education, Marketing Association; Event Chair, Challenge For Charity; Marshall Ambassador

University of Los Angeles
Philadelphia, PA • 2000

WORK HISTORY

Johnson & Johnson, FoodServices - Marketing Intern
Los Angeles, CA • 04/2004

- Completed three projects: an analysis of Stouffer's top 10 products vs.
- Private-label competition, the impact of current nutrition, health, and wellness issues on the retail and foodservice industry, and a marketing plan to capture the club channel.

Disney Consumer Products, The Disney Store - Merchandise Manager
Los Angeles, CA • 01/2016 - 01/2020

- Selected as lead merchandiser for \$60M Outlet and Premium division to establish a strategic product plan to grow revenue 30%.
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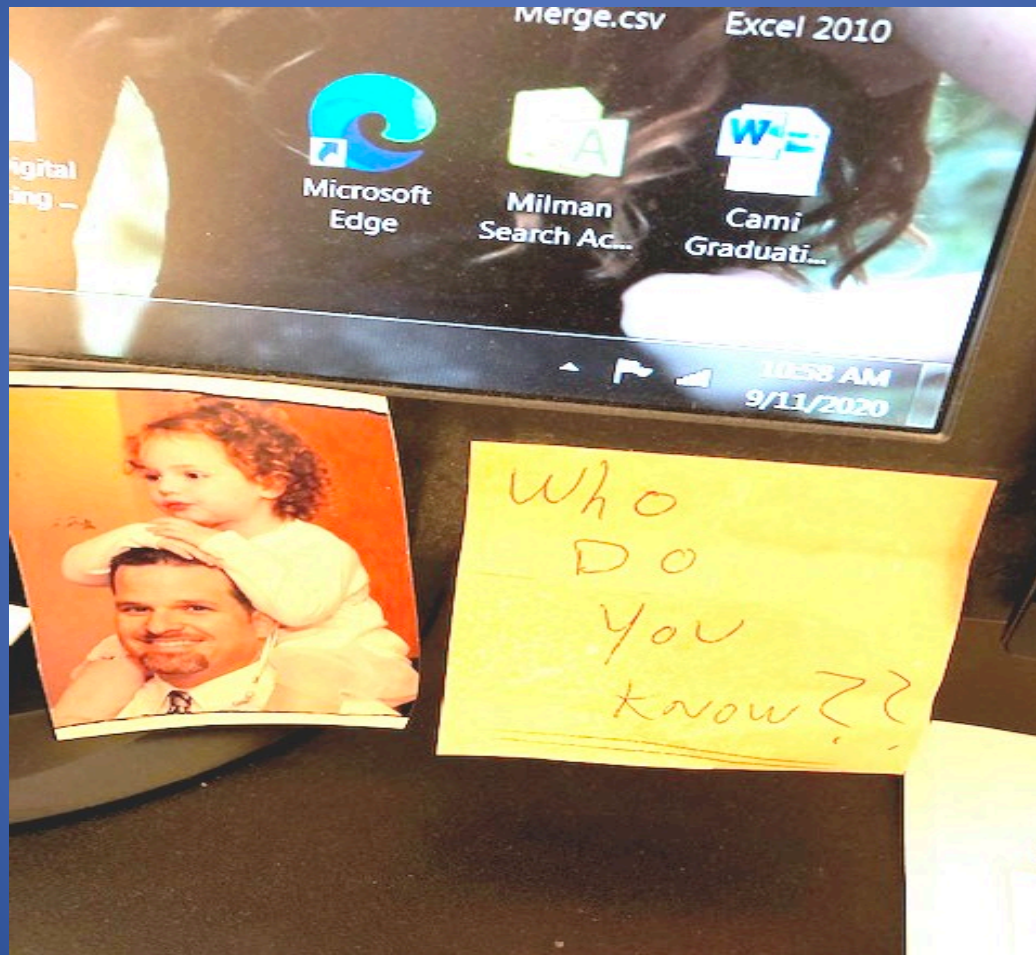
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A Quick Lesson on Networking

- LinkedIn
- Your profile-an extension of you
- Groups
- Add EVERYONE to your network!
- Getting around the “Gatekeeper”
- Contacting people for help
- Who do you know.....

Who Do You Know????



Interviewing Over Zoom

- Just like face-to-face. They CAN see and hear EVERYTHING!
- Background, Wi-Fi connection, lighting, dogs, children, etc.
- Distance to the camera
- Posture, grooming, clothing
- Be prepared! Check everything first

What Not To Do....



Licensing Video.mp4

Your Question, My Answers

- How do you feel about the COVER LETTERs - Are they always necessary? Is there a good word limit? etc.
- Is there such a thing as a "career lifer" anymore? Previous generations seem to hold onto a job for 5+ years and that it was looked at more favorably than a "job hopper" -- but is that true now? Is having varied experiences more valuable now?
- Considering this industry is mostly soft skills, what are some tangible/concrete skills to include on a resume for licensing professionals?
- Is it better to send your resume in pdf or word format? I have heard advice both ways!
- What are some ways to present yourself when looking to transition from one side of the industry to the other? i.e. licensee to licensor or vice versa
- What is the likelihood that the interview format itself will adapt and change to cater for a virtual world? And will these changes last...
- In a climate of huge job losses how do you get your CV to stand out from the crowd especially if you are looking for a career change?
- What advice would you give to people on creating that "human connection" through a virtual interview?

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- Executive Recruitment
- Career Coaching
- Corporate Training and Development
- Organizational Research and Strategy