

## CINDY M. HOFFMAN

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### PROFESSIONAL OVERVIEW

Over 20 years of Experience in Purchasing, Planning, Sales and Inventory Analysis with the talent for finding opportunities to reduce expenses and optimize profits in an Operations or Supply Chain Capacity.

- Buyer of the Year Award, 2 years running
- Produced a 34% Sales Increase yielding the highest gross margin in the department's history
- Reduced overall company inventory by \$20 million in 6 months
- Promoted to Company's First Planner based on outstanding planning and purchasing performance

### AREAS OF EXPERTISE

Merchandise Planning  
Inventory Replenishment  
Product Development  
Marketing Programs  
PowerPoint  
Arthur Planning

Purchasing  
SKU and Inventory Control  
Spreadsheet Design  
Microsoft Office- Word, Excel  
Island Pacific  
ACT

Product Allocation and Tracking  
Sales Analysis and Reporting  
Order Management  
Microsoft Outlook  
Retail.Net  
QuickBooks Pro

### PROFESSIONAL EXPERIENCE

#### **Paint Wizards, Inc. Roswell GA**

**2003 - present**

*Paint Wizards is a home remodeling company specializing in exterior home renovations within Atlanta and the surrounding communities.*

**Owner:** Perform all functions of operating a Home Remodeling Company.

- Founded Paint Wizards, Inc.
- Managed the supply chain and purchased materials needed for remodeling projects.
- Performed all aspects of running the financial operations including creating and implementing procedures, budget and market analysis, and financial recordkeeping.
- Designed all company spreadsheets for sales analysis and company growth potential.
- Created customer surveys, marketing materials, and customer records to track improvement opportunities and growth potential.
- Used web services to market to customers, website maintenance, and content editing.
- Created flyers and marketing campaigns to attract future customers.
- Managed office personnel and field contractors.
- Exhibited at local Trade Shows to promote the company and market potential customers.

#### **WH Smith Travel, Marietta, GA**

**2002 – 2003**

*Former British owned company with stores in the United States Airports and Hotels. Travelers could purchase apparel, souvenirs, food, and magazines, before their flight or during their stay at the hotel.*

#### **Planner for Airport Stores**

- Managed and Planned \$50 million of the company's airport stores
- Reviewed trend analyses, plan-o-grams, open to buy, and buyer assortments for growth opportunities
- Assisted buyers by providing analysis and support through daily sales and self created ranking reports
- Adjusted and assigned inventory models by analyzing sales and fixture capacity to account for peak sales and delivery schedules

**After Hours Formalwear, Norcross, GA**  
*Rental and Retail Men's and Boy's Formalwear Company*

**2001 – 2002**

**Rental Planning Manager:**

- Purchased and Planned \$40 million in formalwear and accessories by analyzing size and color of rentals, creating transfers, and reviewing rental needs, effectively controlling the Open to Buy.
- Created, Organized, and Systemized Planning procedure through spreadsheet development and field communication, resulting in improved relations and efficiency.
- Supervised allocator with transfers and warehouse communications.
- Maintained the Open to Buy for each warehouse to insure inventory control and rental availability.
- Created transfers among the warehouses based on rental demands to maximize sales.
- Maintained communication with vendors and warehouse personnel regarding deliveries and cancellations.
- Created store planograms based on square footage and sales volume.

**The Athlete's Foot, Kennesaw, GA**  
*Athletic Footwear Company*

**1998 - 2001**

**Ladies Footwear Planner/Buyer:**

- Planned and assisted in purchasing \$40 million in ladies footwear for 250 stores nationwide.
- Analyzed sales by color and size for replenishment, transfers, and cancellations, resulting in sales increases and inventory savings.
- Directed Allocator in analyzing sku models, replenishment, and transfers for optimal product placement.
- Traveled to vendors and stores for product and marketing meetings.
- Designed Special Make up Shoes by analyzing color and style, resulting in market differentiation.
- Conducted customer focus groups for future product purchases to insure proper selection and placement.

**Charming Shoppes, Inc. Bensalem, PA**  
*Ladies Apparel Company*

**1996 - 1998**

**Store Analyst/Knit Planner**

- Analyzed 33% or 300 stores in the Northeast Region of the country.
- Assisted buyers with store programs and inventory opportunities.
- Worked with store and regional managers to balance inventories through transfer program.
- Managed Open to Buy, inventory levels and plans by reviewing reports and making adjustments to maximize profitability.
- Planned Knit Apparel for all genders, all ages for new start up division of the company.

**Clover Stores, Division of Strawbridge & Clothier Department Stores, Philadelphia, PA**      **1986- 1996**  
*Former Discount Chain in the Pennsylvania, Delaware, and New Jersey markets*

**Junior Knit Top Buyer, Ready to Wear Planner, and Store Department Manager:**

- Purchased \$7 million Junior Knit Top Department.
- Analyzed sales, controlled inventory, and developed opportunistic purchases to maximize sales.
- Negotiated high margin purchases by analyzing trends and developing strong vendor relations.
- Designed private label programs Domestic and Overseas, yielding high margins and product differentiation.
- Created merchandise placement plans for all purchases based on sales, trends, space, and season.
- Determined advertised items by selecting product, writing copy, reviewing photography for weekly tabloid.
- Promoted to new planning position and assisted buying department with analysis for margin growth.
- Controlled expenses by reviewing open to buy, purchases, markdown opportunities, to maximize margins.

**EDUCATION**

**Bachelor of Science**, Business Administration, Marketing  
Pennsylvania State University, University Park, PA