

# ELANA SCHULMAN

BUSINESS DEVELOPMENT | SALES STRATEGY | INNOVATIVE LEADERSHIP

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Austin, Texas / New York, NY

Sales professional with 17+ years of experience in national account alliances, business development, relationship management and channel growth across multiple categories. Proven ability to blend entrepreneurial spirit with sales and brand knowledge on both the retailer and vendor sides. Accomplished in driving sales strategy, managing relationships and leading sales teams for multimillion-dollar companies and scrappy startups.

## EDUCATION

Bachelor of Science in  
Textiles & Apparel  
Major – Retail Merchandising  
Minor – Business  
University of Texas at Austin  
2002 — 2006

## SKILLS

Professional  
Wholesale Operations  
Distribution Strategy  
Brand Building  
Account Management  
New Business Development  
Go-to-Market Strategy  
Mass Retailer  
Department Store  
Amazon Management  
Marketplace  
Sales Forecasting  
Contract Negotiation  
Leadership & Training  
Communication  
International Expansion  
Merchandising  
Pricing  
Licensing  
Budgeting  
Cooperative Advertising  
Tradeshaw Management  
ISM Development

## WORK EXPERIENCE

### Director of Wholesale

HATCH Collection / 2021–Present

- Launched and managed a new wholesale sales division, securing accounts across multiple sales categories and retail channels, including Amazon, department stores, specialty beauty retailers, and marketplaces
- Delivered a 55% YoY increase by establishing partnerships with accounts like Nordstrom, Shopbop, Blue Mercury, Nuuly, etc.
- Developed, forecasted and executed a wholesale sales strategy that increased sales, profitability, and brand exposure
- Led cross-functional efforts to develop and implement wholesale processes that improved customer experiences and operational efficiency
- Negotiate and review all vendor contracts, pricing, co-ops, and marketing support for B2B accounts

### National Sales Manager – North America

Frida Baby / 2020–2021

- Developed and maintained relationships with major department stores, national grocery chains, national chain drug stores, and independent boutiques, resulting in multimillions in sales
- Opened over 200 new accounts and exceeded sales plan by 48% in 1 year
- Collaborated with the marketing team to plan and execute trade show exhibits, ISM displays, and co-op advertising campaigns for retailers such as Walmart, Target, and Buy Buy Baby, resulting in increased brand awareness and sales
- Managed regional sales reps and North American distributors

### Vice President of Sales & Development

Chewbeads / 2012 – 2020

- Second employee at a baby and gifting company known for fashion and function. Led the company's expansion into over 3,000 retailers internationally including Amazon, Department Stores, Mass Retailers, and independent retailers
- Strategically grew Chewbeads with an average of 40% YoY growth for 7 years
- Hired and managed all internal employees and outside contractors, including PR, social media, sales reps, and international distributors
- Negotiated and implemented licensing including MLB and NCAA
- Coordinated and attended tradeshows for baby, gifting, and licensing in the US and abroad

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## SKILLS

### Technical

NetSuite  
QuickBooks  
Microsoft Word  
Microsoft Excel  
Microsoft PowerPoint  
Adobe Acrobat  
Keynote  
Salesforce  
Basic Word Press  
Constant Contact  
Social Media Platforms

## REFERENCES

### Desiree Heitner

HATCH Collective

Sales Manager

T: 954.261.4566

E: DesireeHeitner@gmail.com

### Lisa Greenwald

Chewbeads

Owner

T: 917.476.0750

E: Lisa@chewbeads.com

### Lucas Levine

Frida Baby

VP of Sales

T: 949.929.2902

E: Lucas@Frida.com

### Susannah Searson

Apple Park

VP of Sales

T: 949.929.2902

E: Susannahsearson@applepark.com

## WORK EXPERIENCE

### Director of Sales

twobirds New York / 2010 – 2012

- Developed and executed a B2B strategy that resulted in sales to major bridal retailers, including Nordstrom and Bella Bridesmaid increasing company sales by over 100% in less than 2 years
- Managed the procurement of fabrics, negotiated pricing, and oversaw US production and third-party logistics
- Assisted in marketing decisions, including print ads, bridal shows, and employee incentive programs
- Worked directly with customers to secure sales for bridal parties

### Assistant Merchandiser

Cartier / Seasonal 2010

- Assisted the classics jewelry merchandiser in preparation for Holiday 2010 by analyzing daily sales and inventory positions at all US locations

### Design Coordinator

AS Design Group / 2007 – 2010

- Managed the business end of a high-end interior design firm, including project management, client communications, and vendor relations
- Assisted the designers in the selection of furniture, fabric, and accessories for commercial and residential projects
- Opened and managed an art and accessories gallery space, generating over \$200,000 in revenue in its first year. Successfully negotiated a lease, established a new LLC, oversaw the build-out, and purchased and managed the inventory

### Assistant Buyer

Macy's / 2006 – 2007

- Optimized inventory levels using data-driven insights, placed orders, identified slow-moving items, and shifted inventory internally to reduce costs
- Negotiated pricing, RTVs, markdowns, and co-op advertising campaigns with vendors such as Shiseido, MAC, and Dior
- Developed and executed marketing plans to promote merchandise to customers, including creating advertising campaigns, placing ads in newspapers or magazines, coordinating GWP events, and creating in-store signage

## EXTRA

### Volunteer / CASA of Travis County

- Court Appointed Special Advocate / 2018 - Present

### Chapter & Rush Advisor / Alpha Epsilon Phi / University of Texas at Austin

- 2017 – Present

### Mad Dog Athletics / Certified Spin Instructor