

Allison O'Neill

SPECIAL PROJECT EXECUTION



ALLISON O'NEILL

is an entrepreneur and special projects executive with over 15 years of experience in growing businesses. Trained by a top-tier investment bank and experienced in working with companies ranging in size from one employee to 27,000.

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Experience

VICE PRESIDENT & HEAD OF BUSINESS DEVELOPMENT

FAHERTY BRAND | 2016-2017 | NEW YORK, NY

A lifestyle clothing brand with 6 stores, over 200 wholesale accounts and a multi-million dollar e-commerce business, recently featured in the New York Times and Forbes

STRATEGIC PROJECTS

- Began as consultant in fall 2016 and promoted to company's first-ever Vice President within six months
- Support the CEO in executing the company's highest priority initiatives
- Past projects include:
 - Identifying areas of improvement in company's social media advertising strategy, performing due diligence on partner agencies, selecting agency and designing new paid social strategy which resulted in ROI of over 5.5x for first 5 months of campaign and annual attributed revenue increase of over 67x.
 - Planning the company's largest-ever sample sale, from negotiating lease and partner contracts, to overseeing inventory arrivals, to marketing and promoting the event
 - Creating Employee Performance Standards and Self-Assessment Forms for be used by company executives in annual performance reviews

BUSINESS DEVELOPMENT

- Created company's first official referral program, resulting immediately in new client acquisition and increased revenue.
- Designed and implemented the brand's trigger email campaigns, which have added 8% incremental monthly increase to ecommerce revenue.
- Recently launched affiliate marketing program that is already generating an additional 5% in ecomm sales and oversee program from both a strategic and day-to-day perspective.
- Developed and launched Faherty's first children's collection, as featured in WWD.
- Oversaw development of new candle program, including strategy, graphics, production.

PARTNERSHIPS

- Built and maintained a pipeline of hundreds of relationships with potential partners including other retail brands, media outlets, food, beverage and hotel companies, as well as influencers and celebrities.
- Identified and developed new ways to grow the Faherty business through partnerships in product development, content creation, social media, and events.
- Negotiated engagement deals that demonstrate foresight, attention to detail, and integrity.
- Assessed partnership performance against key performance indicators.
- Maintained expertise regarding the retail industry including trends, innovations, experiments and news.
- Represented the brand externally.
- Worked with 30+ members of corporate team across all functions to ensure alignment, coordination and advancement of company

Education

MASTERS OF BUSINESS ADMINISTRATION

New York University
Stern School of Business
August 2007

Dual Specializations in Entrepreneurial Studies and General Management

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

Boston University
School of Management
May 2001
Concentration in Finance
Varsity Women's Rowing Team

Business Development Skills

Forecasting
Financial Planning
Marketing & Communications
Talent Management
Strategic Management
Investment Management
Events and Conferences
Lead Development
Strategic Planning
C-Level Relations
Corporate Growth
Business Strategy
P&L & ROI

Retail Skills

Buying & Merchandising
eCommerce
Digital Social Media
Data Analytics
Branding
Omni-Channel
CRM

Technical Skills

MS Office Suite
Shopify & other E-Commerce Platforms
Klavo, Emma & other ESPs

Experience, Continued

FOUNDER & CEO

BUNDLE NYC | 2008-2016 | NEW YORK, NY

An omni-channel retail brand that featured a Soho store and e-commerce destination; Recognized by Daily Candy, Refinery 29, New York Magazine, Earnshaw's and many other publications for being the premiere shopping destination for stylish parents and gift-givers, celebrities, and professional stylists.

BUSINESS DEVELOPMENT

- Created and managed all aspects of company, including strategic planning, business development, and partnerships.
- Expanded brand identity by focusing on relationships with influencers to drive brand awareness, interest and engagement.
- Utilized market research and strong commercial skills, acquiring new customers while enabling existing customers to increase their AOV.

FORECASTING AND FINANCIAL PLANNING

- Solely responsible for financial performance of the business.

BUYING AND MERCHANDISING

- Curated designer roster to include only the most coveted and profitable merchandise.
- Merchandised Soho store and website to reflect current season, trends, and ease of shopping.

MARKETING

- Recognized in major trade and consumer publications for being a premiere shopping destination.
- Created content and managed marketing initiatives including store and industry events, email, Facebook, Instagram, the Bundle NYC blog, and various partnerships.

TALENT MANAGEMENT

- Managed sales and client service, merchandising, order fulfillment, and third-party SEO and SEM advertising teams.

ASSOCIATE, INVESTMENT MANAGEMENT DIVISION

LEHMAN BROTHERS | 2004-2008 | NEW YORK, NY

- Supported C-level executives with execution of sensitive and high-priority division wide initiatives.
- Presented competitive and trend analyses and decision recommendations to Executive Committee.
- Wrote presentations and speeches for management of company's fastest growing division.
- Managed recruiting and onboarding of Private Client Sales staff, a firm-wide growth priority

RATINGS ANALYST

STANDARD & POOR'S | 2001-2004 | NEW YORK, NY

- Analyzed key financial metrics to help gauge companies' financial and competitive performance; presented recommendations to senior leaders.
- Utilized financial modeling to measure the capital adequacy and earnings potential
- Regularly published company ratings reports and industry commentaries.
- Presented competitive and trend analyses to Executive Committee on a regular basis
- Assisted Senior Management with the execution of strategic initiatives.