

# ALLISON O'NEILL

## BRAND ADVISOR

📍 3215 Locke Lane | Houston, TX 77019  
✉️ ao@allisononeill.com  
☎️ (917) 309-4529  
🌐 allisononeill.com

### EXPERIENCE

#### PRINCIPAL & ADVISOR

Allison O'Neill Advisory Services 2017-present | HOUSTON, TX  
Launching New Brands and Accelerating Existing Brands

##### NEW BRANDS

- Successfully launched multiple new brands including The Avenue, Savor + Sweat and Soft Animal, and Dawn Cassidy Interiors.

##### EXISTING BRANDS

- Accelerated the growth of several existing brands including Faherty, Mignonne Gavigan, Teggy French, M Naeve, Highland Duds, Haute Headquarters, Christina Greene Jewelry and more.

#### VICE PRESIDENT & HEAD OF BUSINESS DEVELOPMENT

Faherty Brand 2016-2017 | NEW YORK, NY  
A lifestyle clothing brand with 14 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
- Supported the CEO in executing the company's highest priority initiatives
- Notable projects include:
  - The creation and implementation of first paid social media advertising strategy.
  - 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 and oversaw company's first official referral and affiliate marketing programs, which both immediately resulted in new client acquisition and increased revenue.
- Designed and implemented the brand's trigger email campaigns, which also immediately resulted in increased revenue.
- Developed and launched Faherty's first children's collection, as featured in WWD.

##### 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.
- Negotiated engagement deals and assessed partnership performance against key performance indicators.
- Worked with 30+ members of corporate team across all functions to ensure alignment, coordination and advancement of company.



**ALLISON O'NEILL** has nearly 20 years of experience in starting and growing businesses. Trained by a top-tier investment bank and experienced in working with companies ranging in size from one employee to 27,000, she brings insight, innovation and implementation to clients in the fashion, design and wellness industries.

### 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*

### 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.

### BUSINESS 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
- Klavio, Emma, & other ESPs

### INTERESTS

-  working out
-  wine tasting
-  gardening
-  my family
-  tennis
-  cooking