



Karen-Patricia V. Lacanilao

Merchandise Marketing professional & product development coordinator for diversified toy / licensing company based in Los Angeles, CA
karenlacanilao@yahoo.com

Summary

San Diego State University (**SDSU**): Communications & Economics, May 2005.

Fashion Institute of Design & Merchandising (**FIDM**): Merchandise Marketing, Magna Cum Laude, June 2010.

Currently, working full-time in product development -- Street Players Holding Corp. is a diversified design company with outsourced suppliers and manufacturers. We specialize in children's toys, pet toys, room & home decor, accessories, and apparel -- mainly licensed product, intellectual properties, private labels, joint ventures, and new business developments. Working directly under the CEO and art department, from concept to design and packaging; sourcing and researching raw goods, initiating & maintaining business with the most cost efficient suppliers, and communicating our product specifications to our manufacturers overseas for development & testing.

Specialties

Sourcing, Research & Development, Product Development, Textile Knowledge, Branding, Adobe Suite, Fashion & Lifestyle Blogger, Social Media, Customer Service, Corporate Relations, Verbal & Written Proficiency, Public Speaking & Training, Microsoft Office, Fashion Forecasting, Trend Board Production, Merchandising Math, Segment Analysis, Merchandise Mix Modification, Merchandise Trend Analysis, Assortment Plan, Gross Margin Projection, Integrated Marketing Communications (IMC), SWOT Analysis

Experience

Product Development at Street Players Holding Corporation

April 2010 - Present (1 year 10 months)

- Collaborate with art department & designers, from concept to design and packaging.
- Locate viable trend, budget, and quality appropriate materials and vendors for all company wide product lines.
- Communicate product design and specifications to various suppliers/manufacturers overseas.
- Develop materials/products with suppliers based on design direction, within design esthetic and budget.
- Source alternate manufacturing venues to achieve design, production, product development, merchandising and financial strategies to maintain a balanced factory base for adequate production capacity.
- Manage the flow of specs, proto, and sample products for timely, accurate, and profitable execution of product lines to market. Ensure timely turnover of development and take corrective action to accelerate late development and issues that would cause delays.
- Communicate daily with suppliers on changes to specs, standards, and aids in interpreting product design needs.
- Review all prototypes and work with designers during all stages of development. Recommend enhancements to designs and materials that will maintain product esthetic and functionality while also achieving financial goals.
- Communicate target costs to factories to aid in developing within budget. Negotiate material and finished goods cost on timely basis. Maintain accurate costing sheets
- Support CEO in business operations for intellectual properties, joint ventures, licensing, and sales/marketing efforts.

Account Manager at ACI Specialty Benefits *6 recommendations available upon request*

September 2006 - April 2010 (3 years 8 months)

- Provided comprehensive and personalized client services, and serve as the initial point of contact regarding all account communication.
- Coordinated new business implementation with new clients, formulate/execute creative marketing materials & strategies and oversee roll-out and orientation events.
- Conducted in-person and online training and orientation presentations for employees and managers; audiences ranged from 5 - 150 people.
- Maintained excellent product knowledge and assist clients with achieving employee awareness of benefits and above average utilization.
- Tracked & analyzed utilization, managed contracts/renewals, and supported clients with adequate marketing materials and information.



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- Maintained excellent client knowledge and command of client relationship management (CRM) database.
- Provided Corporate Relations and Executive team with client statistics and important reporting pertaining to business development and knowledge.
- Traveled to represent ACI Specialty Benefits at health fairs, training/orientation presentations, trade shows, & client meetings.

Fashion Blogger at Fashion Street San Diego

September 2009 - February 2010 (6 months)

- Wrote two articles per day covering the San Diego fashion scene in a blog format.
- Represented FSSD at fashion shows & media events.
- Created social media strategies to increase visibility, membership and traffic to website.

Social Media Specialist at POP! Boutique

August 2009 - December 2009 (5 months)

- Created social media strategies to increase visibility, membership and traffic to boutique's storefront retail business and website.
- Monitored trends in social media tools, applications, and appropriately applied knowledge.
- Strategized with boutique owner on all promotions, advertisements, and boutique events.
- Measured the impact of social media on the overall marketing efforts.

Program Coordinator at YMCA

August 2005 - September 2006 (1 year 2 months)

- Responsible for coordinating program operations for the Parenting Mentoring & Substance Abuse (PMSA) and Youth Violence Prevention (YVP) programs.
- Tracked and analyzed client progress reports and participant statistics.
- Maintained program budget expenditures.
- Worked closely with Case Managers on implementing program curriculum.
- Presented reporting on overall program issues, innovations, statistics, and findings to Program Director and executives.

Production Assistant at KPBS

January 2005 - June 2005 (6 months)

- Assisted reporters & camera crew on daily field assignments & interviews.
- Conducted local research for features, phone interviews, appointment setting.
- Logged package features for Closed Captioning.

Education

Fashion Institute of Design & Merchandising *3 recommendations available upon request*

— Professional Designation, Merchandise Marketing, Magna Cum Laude 2009 - 2010

San Diego State University-California State University

— Bachelor of Arts, Communications & Economics, 2001 - 2005

9 people have recommended Karen

"Karen Lacanilao worked for me for a number of years at ACI Specialty Benefits Corporation. She was an independent, creative, organized and extremely collaborative co-worker. She was very professional and always had a very positive outlook on things. She was always on time and efficient. She created systems and procedures for ACI that we still utilize today. Our customer base, which included companies with 6 employees to 100,000 employees, non-profits to Fortune 500's, always had positive things to say about working with Karen. She is sorely missed at ACI today, and, when asked, I often describe Karen as one of the best Co-workers I've ever work with."

— **Tori Barr**, *Chief of Corporate Relations, ACI Specialty Benefits*, managed Karen directly at ACI Specialty Benefits



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"Karen is an outstanding employee. To begin, she is very intelligent and a quick learner. She is extremely well organized, highly competent with the technology ACI uses; good at reports, charts, etc. She is a good trainer and manager of others. She is wonderful at speaking with customers and doing trainings in person. Karen is creative, definitely a self-starter, open to feedback, extremely popular with other staff; a great team player with good leadership skills. I cannot say enough about Karen! Contact me and I'll say more."

— **Ann Clark**, *Owner, CEO, ACI, The Specialty Benefits Corporation*, managed Karen indirectly at ACI Specialty Benefits

"Karen was very personable and hard working in Account Management at ACI Specialty Benefits. She had worked there quite a while and all staff was sad to see her go, especially our CEO, Ann Clark. Karen was very dedicated and took her position very seriously. It was a pleasure working alongside Karen. She will do great with any field she chooses."

— **Emily Burnham**, *Training Specialist, ACI Specialty Benefits*, worked with Karen directly at ACI Specialty Benefits

"Karen Lacanilao is an excellent co-worker and employee. Thorough and organized, but also incredibly creative and highly skilled in writing and communication. She handles herself very professionally, and is always ready and willing to rise to new challenges. It was a pleasure working with her, and she'd be a great asset to any employer."

— **Laura McDermott**, *Media Relations Manager, ACI Specialty Benefits*, worked with Karen directly at ACI Specialty Benefits

"Karen is one of the most creative, dedicated, and personable colleagues I have worked with. She is a consummate professional who brings a positive, refreshing energy to every project she participates in. She displays creativity in her work, often coming up with innovative solution for a problem. In addition, as an IT Manager in charge of creating many of ACI's marketing materials, I often notice that she has a great eye for color and design in her work."

— **John J. Park**, *IT Manager, ACI Specialty Benefits Corporation*, worked directly with Karen at ACI Specialty Benefits

"Karen is meticulous, efficient and reliable. If you need a task completed, Karen will get it done, without worry. In addition to her excellent skills, she is very personable and easy to work with. I loved working with her and would love to work with her again."

— **Daniela Moossa-Zahab**, *Digital Coordinator, Liquor.com*, worked with Karen directly at ACI Specialty Benefits

"I was fortunate enough to share many classes with Karen and every experience was great. She was reliable, always there on time and every piece of work I saw from her was creative and exceptional. Karen was also a joy to work with in a team setting.

In group projects I knew she was the one student I could rely on and her part of the assignment was always complete and professional. Karen would be an asset to any team she joined."

— **Laura Castro**, *Student, Fashion Institute of Design & Merchandising*, studied with Karen at FIDM

"During my studies at FIDM I had the pleasure of working with Karen on several projects. While working with Karen it became quickly obvious to me that Karen is extremely passionate about fashion. This passion not only radiates from her as a person but is also shown in all of her school work. Karen has a great eye for fashion yet she is also smart, confident, and professional. Because of this, I consider Karen to be the perfect combination for the Fashion Industry. I am positive she will be successful."

— **Erinn Mae Ryan**, *Student, Fashion Institute of Design & Merchandising*, studied with Karen at FIDM

"Karen is meticulous, hard working, and thorough in all of her schoolwork. She is the best kind of classmate to have on your team, always willing to put in extra hours and do anything necessary to take a project from ordinary to extraordinary. I am always thrilled to have Karen in my class knowing she will have interesting and relevant content to add to class discussions. Karen's enthusiasm for everything fashion is apparent everyday in her amazing style, intriguing blogs, and charming personality."

— **Hillary Boylan**, *Student, Fashion Institute of Design & Merchandising*, studied with Karen at FIDM