

# Pamela S. Edwards

(469) 877-5631

[bassano54@yahoo.com](mailto:bassano54@yahoo.com)

[www.pamelaedwards.weebly.com](http://www.pamelaedwards.weebly.com)

## SUMMARY OF ACHIEVEMENTS:

- Directed and implemented formal design standards, product development procedures and organization of Product Development/Production Team for high-end consumer products.
- Exemplary response to dramatically increased quality in product without affecting profit margin.
- Served as ambassador of the brand to educate and motivate global marketing/sales teams and ensure they have the proper product and materials needed to exceed sales goals. Sales goals were exceeded the previous 3 years reaching \$50 million.

## EXPERIENCE:

### Realtor,

**Ebby Halliday Realtors, Inc.** Dallas, Texas

March 2009 – Present

Achieved Million Dollar Producer status my first year. Helping clients make the most emotional purchase of their life comfortably. Develop leads into prospects. Developing prospects into clients. Turning clients into marketing outlets.

### Vice President of Marketing, Fendi / Celine

**Taramax, Inc.** Spring Lake Heights, New Jersey

October 2006 – November 2007

- Designed and implemented programs in the areas of marketing strategy, brand positioning, product mix, global pricing, sales promotions and advertising in the Swiss Made watch category.
- Collaborated with licensors and senior management to create strategic development, product mix and business plans by region. Communicated execution of these strategies and overall brand message to designers, factories and sales team.
- Directed all activities of marketing graphics including photography, printed materials, packaging and POS fixture development, website, marketing materials, sales tools and needs of regional specific events. Created development calendar to ensure needs of specific market events were met.
- Initiated scheduled delivery, planning and development updates with licensors, sales and Swiss production through weekly and monthly written status reports, weekly conference calls and regularly scheduled meetings. Worked with sales to forecast orders and production needs. Worked with Swiss production team to schedule production needs and order fulfillment.
- Served in a cross-functional team with designers, engineers, business development, licensors, and executive management through the complete product development cycle from product concept to end of life.

### Divisional Manager, Quiksilver Watches

**Quiksilver, Inc.** Hossegor, France

February 2005 – April 2006

- Led the development of strategies and plans to standardize product development methodologies that simplified the prototyping and ordering process to achieve optimal consistency and execution.
- Partnered with buyers, merchandisers and designers in developing a line plan that represented the brand image and coordinated with the seasonal merchandising strategy.
- Assisted in establishing the brand position of product in the market place including product strategy plans, merchandising, packaging, product research, collateral, pricing and styling.

### Senior Product Manager, Diesel / Philippe Starck / Frank Gehry Team

**Fossil, Inc.** Richardson, Texas

July 1998 – February 2005

- Coordinated brand direction, created product briefs and design inspiration, set priorities, deadlines and development schedules.
- Mentored and directed designers and product managers while reporting directly to Vice President of Brand Management and Senior Executive Vice President of Product Development.
- Successfully responsible for budgeting price structure and strategy as well as maintaining travel, tooling and sampling budgets.

Pamela S. Edwards  
7526 Morton St.  
Dallas, Texas 75209  
(469) 877-5631  
[bassano54@yahoo.com](mailto:bassano54@yahoo.com)

## Continued, page 2

### **Product Manager, Diesel Timeframes**

**Fossil, Inc.** Richardson, Texas January 2001 – February 2004

- Improved relationship with licensor by expanding the line of communication, educating designers on technical requirements and providing licensor with production ready samples.
- Assisted in establishing the brand position of product in the market place including product strategy plans, merchandising, packaging, product research, collateral, pricing and styling.
- Determined product specifications and ensure understanding to licensor and HK/Swiss factories.
- Successfully developed inaugural Swiss product line.

### **Print Production Manager, Fossil, Armani, Diesel, DKNY**

**Fossil, Inc.** Richardson, Texas July 1998 – January 2001

- Coordinated design, production and delivery of tin, paper and plastic packaging, collateral, catalogs, advertising and annual reports.
- Worked closely with licensors, designers, photography, vendors and order management to ensure top quality product was delivered on schedule.
- Sourced new vendors saving the company nearly \$500,000 the first year of production on one project.

### **EDUCATION:**

Bachelor of Arts in Communication, University of Texas at Arlington (1995)

Major course study: Advertising with a strong influence in Architecture.

Licensed Residential Real Estate Agent, Texas, Certified Default Resolution Specialist, SAE Real Estate Brokerage.

### **SKILLS:**

- Acute fashion sense with proven track record to interpret and execute market trends.
- Results driven team player that is committed to quality and profitability while motivating team.
- An innovative thinker in developing brand positioning, creating successful business models and exploring new strategic opportunities.
- Proficient in Microsoft Office Suite, Photoshop, Illustrator, In Design, AS400 and SAP.
- Extensive travel experience with sourcing and building relationships of overseas vendors and principles.

### **REFERENCES:**

Available upon request.