

SHANTEL M. GOMEZ

(562) 536-3102 • Whittier, CA 90605 • Shantelgomez73@gmail.com

OBJECTIVE

Organized, customer-oriented Sr. Category Manager with over twenty years of experience within the Grocery Industry seeking to obtain a position as a Sr. Category Manger, Merchandising. Proven sales performance history contributing to the company's bottom line.

PROFESSIONAL EXPERIENCE

2022 – Present The 99 Store | Commerce, CA

Sr. Category Manager, Fresh Deli Category

- Negotiate with vendors for cost of goods, promotional dollars, rebates, delivery terms and growth incentives.
- Responsible for internal department communication among the related areas that are affected by the category.
- Analyze product probability, selection using category management practices.
- Budget and monitor the sales and margin plans of assigned categories in accordance with the companies' goals.
- Audit competitive product displays, selection, and pricing through on-site visits.
- Determines what products will be advertised and promoted in the stores.
- Interview vendors for new product presentations and makes decisions on new items coming in.

2021 – 2022 The 99 Store | Commerce, CA

Sr. Category Manager, Hardware and Automotive General Merchandise

- Responsible to drive sales growth with exciting deals, new re-orderable items and brand name closeout merchandise while maintaining appropriate inventory turns and gross margin levels.
- Develop and demonstrate excellence and discipline thru my negotiations, work ethic, standard of character and behavior.
- Responsible for execution in all facets of pricing, pos, category management, buying, marketing, space planning and merchandising programs to execute "extreme value".
- Worked with Planning and Allocation departments to import goods from China/India and local manufactures to drive improved values, margins and exciting products.
- Participate in major trade shows to identify new trends, products, packaging and closeout opportunity buy(s) with vendors. Recap and action products from my learning at the show.

- Standardized procurement practices by implementing new vendor guidelines, including new purchasing agreement, payment terms, insurance requirements, and promotional forms.
- Review weekly sales forecast and determine inventory levels needed to meet sales requirements.
- Created sales opportunities through category management and market principles with relation to SKU rationalization, merchandising, and niche market applications.
- Conducted routine store visits to monitor department freshness, presentation, sanitation and overall execution of department operational plans.

2020 – 2021 Cardenas Markets | Ontario, CA

Category Manager, Dairy, Deli and Frozen

- Responsible for category strategy, assortment planning, promotional planning, program development and supplier partnerships for Deli Meats, Deli Cheese, Dairy, Milk, Eggs and Frozen Isle including Ice Cream.
- Develop and implementation of Ad Marketing sale mix, for optimization of potential gross margin and sales, to support weekly ads.
- Responsible for execution in all facets of pricing, pos, category management, buying, marketing, space planning, merchandising programs and AD planning.
- Worked with Shelf Management to timely execute planograms, ensure retail category compliance, and maximize sales
- Standardized procurement practices by implementing new vendor guidelines, including new purchasing agreement, payment terms, insurance requirements, and promotional forms.
- Reviewed weekly ad forecasts and determined inventory levels needed to meet ad requirements
- Responsible for development and management of all annual contracts. Such as, Eggs, Milk and Ice Cream categories.
- Created sales opportunities through category management and market principles with relation to SKU rationalization, merchandising, and niche market applications.
- Conducted routine store visits to monitor department freshness, presentation, sanitation and overall execution of department operational plans.

2018 – 2020 Cardenas Markets | Ontario, CA

Category Manager, Bulk Deli Meats and Cheese, Cremeria

- Manage high volume Hispanic Ham and Cheese line purchasing, pricing and itemization of Category for 60 retail stores
- Responsible for Weekly Ad's for store mailers to consumer homes
- Contribute in achieving over \$43M dollars in sales, while maintaining a 43- 45% GP Margin
- Negotiate Contract Promotions, Scan backs, Ad Planner, and sourcing New Items
- Contribute in achieving gross profit and dollars of over \$20M
- Negotiate better cost of goods, better terms, and vendor promotional deals

- Reduce Salvage and increase and negotiate corporate rebate dollars to bottom line profits

2007 – 2018 SUPERVALU *formally* Unified Grocers, Inc. | Los Angeles, CA

Category Merchandiser II/Category Manager, Service Deli/Bakery PNW, CA

- Manage Service Deli purchasing, pricing and itemization of Category in 4 regions
- Contribute in achieving PNW/CA overall sales of over \$80M in Service Deli/Bakery
- Negotiate and Support Promotions, Ad Planner, and sourcing New Items/Commodity Items
- Negotiate better cost of goods, better terms, and vendor promotional deals
- Reduce Salvage and increase corporate rebate dollars to bottom line profits
- Proven ability to build and maintain vendor/broker partnerships in the industry

2003 – 2007 Unified Grocers, Inc. | Los Angeles, CA

Deli/Frozen Purchasing Assistant

- Directly assisted Category Manager(s) with vendors and vendor products
- Enter, tracked and researched promotional deals, cost changes, pricing and billings
- Heavy interaction with broker/vendor representatives and customer service personnel
- Vendor system maintenance and EDI/order processing systems
- Monitored Category Manager’s submission and tracking of time sensitive reports

2000 – 2003 Unified Grocers, Inc. | Los Angeles, CA

Senior Accounts Payable Dispute Resolution Clerk

- Processed invoices into on-line accounts payable system
- Investigated, resolve and process discrepancy and deduction claims
- Handling of vendor and broker inquiries and resolving any issues or disputes
- Reviewed Accounts Payable, edit reports and make necessary corrections
- Handling of vendor and buyer inquiries and resolving any issues

EDUCATION

UNIVERSITY OF PHOENIX • PASADENA, CALIFORNIA
Bachelor of Science, Business Administration Degree
PCSC PERISHABLE COUNCIL • ANAHEIM, CALIFORNIA
Retailer Member - Board of Directors 2023 - 2026

TECHNICAL SKILLS

Proficient in Microsoft Office (Word, Excel, PowerPoint), IVIS Accounting System, Marwood, System 19, AWR-Level 3 Certified, Pacts, OMNI, Vendor Portal, Immediate Order System, Exception Order System, MDM, Excellent interpersonal, written and oral communication skills