

Marim Boche

Category Manager

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📍 1234 Elm Street, Sioux Falls, SD 57104

Education

Bachelor of Business Administration in Supply Chain Management at South Dakota State University, Brookings, SD

Aug 2014 - May 2018

Relevant Coursework: Operations Management, Logistics, Procurement, Inventory Control, Demand Planning, Supply Chain Analytics, Global Supply Chain Management, Supply Chain Strategy, Lean Management, and Project Management.

Links

[linkedin.com/in/marimboche](https://www.linkedin.com/in/marimboche)

Skills

Negotiation

Forecasting

Data analysis

Supplier management

Inventory control

Market research

SAP proficiency

Languages

English

Arabic

Profile

A results-driven Category Manager with 5 years of experience in driving category growth and profitability, adept at implementing strategic planning and data-driven decision-making. Proficient in analyzing market trends, developing and executing merchandising plans, and building strong supplier relationships. Demonstrated ability to lead cross-functional teams and deliver innovative solutions to maximize sales, margins, and customer satisfaction.

Employment History

Category Manager at Walmart Inc., SD

Mar 2023 - Present

- Implemented a strategic category management plan that resulted in a 15% increase in sales and a 10% increase in profit margin for the department within one year.
- Streamlined supplier negotiations leading to a 7% reduction in procurement costs and a 5% improvement in product availability across key categories.
- Successfully introduced four new product lines, resulting in a combined annual revenue of \$1.2 million and a 9% market share growth in the region.
- Led a cross-functional team in executing promotional campaigns that increased overall category sales by 12% and customer engagement by 18% during peak shopping seasons.

Associate Category Manager at Target Corporation, SD

Aug 2018 - Feb 2023

- Successfully increased category sales by 15% over a one-year period, resulting in an additional \$2 million in revenue for Target Corporation, SD.
- Implemented a data-driven merchandising strategy that led to a 10% improvement in inventory turnover and a reduction in stockouts by 8%.
- Developed and executed promotional campaigns and pricing strategies that contributed to a 12% growth in customer traffic and a 25% increase in average transactions for the assigned category.
- Collaborated with suppliers to negotiate contracts that led to a 5% reduction in procurement costs and increased profit margins by 3% for the category.

Certificates

Certified Professional in Category Management (CPCM)

Oct 2021

Certified Supply Chain Professional (CSCP)

Oct 2019

Memberships

Institute for Supply Management (ISM)