

DeAnna McIntosh

BRAND + RETAIL STRATEGIST



I empower brands & retailers to thrive profitably and passionately in today's ever-evolving retail landscape.

Engagement Topics

MERCHANDISING 101

Merchandising is the buzz word that no one is talking about. It should be the core focus of all product - based businesses: defined as having the right products (at the right time), at the right price, at the right place, with the right promotion, with the right people.

HOW TO CREATE A KILLER ASSORTMENT THAT YOUR CUSTOMERS CRAVE + YOUR BOTTOM LINE WILL THANK YOU FOR

There is a science to merchandise buying and planning for sustainable profitability. A certain percentage of the merchandise you carry should be "classics" and a certain percentage should be "trends".

THE BRICK & MORTAR SHOPPER EXPERIENCE

Retail is not dead. It has evolved. Brick and Mortar stores have to provide an experience to entice customers off of their devices and into their stores – and cultivate that experience long after they walk out of their door and are back at home.

THE ECOMMERCE SHOPPER EXPERIENCE

Just because your shop is online does not eliminate the critical need for a defined and conversational customer journey through your site. You, in fact, have to be even more creative on how to reach and retain your customers since you lack a physical presence with the customer.

DEMYSTIFYING MERCHANDISE SALES REPORTS

Customers vote with their dollars. Your sales reports will tell you what's a driver and what's a sinker – but they should also tell you WHY. Product attributing is an essential component of understanding and driving your sales.

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BLK + GRN

CAPITAL LIGHTING FIXTURE COMPANY

MEMBER

Black Retail Action Group

About DeAnna

DeAnna McIntosh is a driven, entrepreneurial, and creative brand strategist with a strong eye for design, and over 13 years of progressive experience in merchandising, marketing, and event management. DeAnna has launched numerous innovative products into retail and e-commerce platforms, with one of the most notable driving a \$1 Million-dollar incremental sales increase. She has art directed print and television advertising campaigns both within the United States and abroad, and has worked alongside some of the fashion industry's most notable photographers and stylists.

DeAnna is renowned for her collaborative and energetic work style and conducting business with integrity and transparency. She and her team will bring priceless insight, original and actionable ideas, brilliant branding, organizational effectiveness, and sales-driving strategies to your business from Day One.



Media Features



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Nuptials

VoyageATL



Whimsically Wed

PALM
WEDDING COLLECTIVE

EDUCATION

BACHELOR OF SCIENCE, INTERNATIONAL FASHION MERCHANDISING MANAGEMENT

SUNY Fashion Institute of Technology, New York, New York

JOINT BACHELOR'S PROGRAM, INTERNATIONAL FASHION MERCHANDISING MANAGEMENT

Polimoda Institute of Design & Merchandising, Florence, Italy

PROFESSIONAL CERTIFICATE, EVENT MANAGEMENT

University of South Florida, Tampa, Florida

SERVICES

Small Group Merchandising Coaching, Training, and Strategy Execution

One on One Merchandising Coaching, Training, and Strategy Execution

Art Direction & Styling

International Event Management

Brand Activations

Pop Up Shops

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Applause

DeAnna was the most detailed, proactive and positive person I have ever had work for me. To say she was critical to the business' success is an understatement.

– Eva Rodriguez,
Director of Merchandising, The Home Depot

I found DeAnna to be a very strong merchant and business woman. She was frequently utilized to teach and train the merchandising team on system functionality and best practices and was a great resource. She had a strong work ethic and was a trusted and respected member of the team.

– Michael Wills, Director of Omnichannel Planning, White House Black Market

DeAnna's experience as a Brand Strategist has helped me create a memorable brand, connect with my target audience, and most importantly avoid non-effective advertising. I admire DeAnna's attention to detail and ability to execute any vision in front of her.

– Jackson St. Fort, Owner & Photographer,
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