

JENNA MOMSEN

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TECHNICAL-SAVVY COLOR MANAGER

Recognized for process improvement, attention to detail and managing 2 business units simultaneously

Key strengths in communication to internal and external business partners, color **matching**, color evaluation, innovation and computer applications.

Expertise includes:

- **Computer Applications**
- **Color Library organization**
- **Cross functional relationships**
- **Manage competing priorities**
- **Vendor & Project Management**
- **Seasonal color palette execution**

PROFESSIONAL EXPERIENCE

GAP INC., San Francisco, CA

2007 – 2017

Color Manager, Gap Outlet & Banana Republic Factory Store

2011 – 2017

Oversaw development of seasonal color palettes for Gap Outlet and Banana Republic Factory Stores. Managed color swatch fabric library, color evaluation of lab dips, PLM, Color SOP, manage seasonal freelancers, 1 direct report and point person for color technology.

- Served as liaison between Design, Production, Merchandising and oversaw corporate sourcing offices, ensuring all color information was communicated on a weekly basis.
- Provided color matches to the design teams inspirational garments, photos & threads.
- Partnered with Gap Inc. Color Managers on companywide initiatives for new color processes, ensuring consistency for Gap Inc. vendors / mills and color SOP.
- Reviewed lab dips with Merchandising and Production and provide color comments to vendors / mills, resolving issues regarding execution of color standard on fabrics.
- Provided collaborative relationship with Color Technology Providers, obtaining best pricing for color standards and equipment.
- Created seasonal color palettes for 20 Designers & 60 Merchandisers for developing product assortments.
- Oversaw distribution of color standards to Global Teams and vendor, initiating lab dip process.
- Maintained color experience library, PLM, ACT, swatch reference books and vendor swatch web sites.
- Ensured textile mills were following Gap Inc specifications for electronic and visual color evaluation so that lab dips were being executed according to color standards.
- Organized color training sessions with internal business partners, keeping informed of policy and procedures for all Gap Inc Color departments.

Senior Color Analyst, Gap Outlet & Banana Republic Factory Store

2007 – 2011

Oversaw development of seasonal color palettes for Gap Outlet and Banana Republic Factory Stores. Managed color swatch fabric library, color evaluation of lab dips and color inspiration matching.

- Implemented new process for reviewing any off-shade lab dips with production managers and merchandising which sped up production process by 2 weeks.
- Received and distributed color standards to design teams for seasonal palette creation.
- Created seasonal color palettes for design, merchandising and production teams.
- Collaborated with International Color Teams, Production teams, and Brand Color Services which ensured consistency across all business channels for the Gap Inc Color SOP.
- Maintained color evaluation equipment, ensuring accurate data across all color teams.

VF OUTDOOR, San Leandro, CA

2006 – 2007

Contract Color Assistant, The North Face

Worked with team of 8 colorists, assisting with lab dip approvals and general administrative tasks.

VF OUTDOOR (Continued)

- Created seasonal color palettes for Sales Representatives to use for selling merchandise to retail accounts.
- Maintained color library, master color data base, lab dips and initial bulk lots for color and design teams reference.
- Coordinated seasonal production and distribution of corporate color standard tools for internal and external partners to proceed with lab dip process and bulk fabric dying.

LEVI STRAUSS & COMPANY, San Francisco, CA**1998 – 2006****Sales Coordinator**

2003 – 2006

Coordinated meetings, events and Go-To-Market Initiatives for Levi's® Brand Sales VP and team of 26 Sales Representatives. Managed budget for Levi's® Brand Women's Regional Sales teams. Coordinated detailed logistic plan for Levi's Brand Leadership team floor walks.

- Collaborated with Sample Manager for New York showroom setup prior to Market Week.
- Planned and handled logistics for retailer account meetings.
- Organized daily, weekly and monthly sales reports, utilized for comparing increase and / or decrease in sales.
- Managed VP of Sales calendar, ensuring smooth operations.
- Assisted Events Manager and Events team with planning and implementation of sales meetings.

Retail Marketing Assistant

1998 – 2003

Assisted Retail Marketing Specialist, Retail Visual Manager, and Merchandise Coordinator Manager shop installs, package change outs and in-store events. Managed retail advertising budget and calendar.

- Developed and issued legal agreement letters for all retail marketing initiatives.
- Coordinated Retail Funding program (Co-op and Strategic Marketing Funds).
- Participated in special projects, events, and meetings within the Retail Marketing and Merchandise Coordinator organization.

Levi Brand Design Admin. (Contract Employment)

1998 – 1999

Provided administrative duties for Design, and Fabric and Finishing Team

- Assisted in hand-off packages, presentation boards, and strike-off sheets.
- Created spreadsheets, sundry detail sheets, lab dip books, and lab dip sheets.

INPOWER, San Francisco, CA**1998****Trade Show Coordinator / Sr. Marketing Assistant** (Contract Employment)

Managed trade show logistics, promotional items, and distribution of marketing collateral.

- Coordinated event logistics pre, onsite, and post program including Audio Visual, shipping, presentations, demos, and booth staffing.
- Tracked and managed program budgets; Managed ACCESS database and promotional items.
- Managed billing and charge-back process post-show.
- Managed one direct report.

Hyatt Regency, Sacramento, CA**1991- 1999****Regency Caterers/Banquets**

- Responsible for timely set up and service of catered functions on and off site
- Created eye-catching visual displays to enhance food presentation
- Responsible for all new hire training

TECHNICAL KNOWLEDGE

PLM | Microsoft Word | Excel | MS Project | Power Point | Access | Adobe | Adobe Illustrator

EDUCATION

Bachelor of Science (BS), Home Economics, Emphasis: Clothing & Textiles, Minor: Marketing,
California State University, Chico, CA