



Alex Medinger

Dynamic professional with over 13 years of experience as a Merchandise Operations Manager in the live entertainment merchandise industry. Leveraging a strong IT background and technical acumen, I successfully manage a multi-million dollar merchandise property, driving growth and efficiency. Expert in Microsoft Office, retail systems, sales management, and B2B communication, complemented by Windows, Mac, and Linux systems proficiency. Demonstrated basic programming skills and eCommerce experience with platforms such as Shopify, Amazon, eBay, Etsy, and WooCommerce. Knowledgeable in Google Drive, Analytics, SEO, with exposure to Google Ads. Seeking to leverage my diverse skill set and proven track record to add value as a Merchandise Operations Coordinator.

 United States <https://alexmedinger.com>  

Work Experience



Tour Merchandise Operations Manager - Wicked The Musical • The Araca Group

July 2010 - Present

Direct the development and maintenance of a multi-million dollar merchandise business for the touring production of 'Wicked The Musical', overseeing all daily merchandise operations. My tenure at Araca Merchandise is marked by diverse experiences across various high-profile shows including 'Wicked the Musical', 'The Book of Mormon', 'Shrek The Musical', and 'The Rockettes'. Successfully managed and enhanced merchandise operations, contributing significantly to the financial success and audience engagement of each production.

Staff Management: Lead the training and development of 3-8 new employees monthly, adapting to venue requirements. Facilitate efficient and speedy merchandise sales through comprehensive staff training. Handle HR-related concerns or escalate them to the corporate HR team when necessary.

Business Relations: Foster and maintain positive relationships with local venues, negotiating contractual obligations such as booth placement, and ensuring mutual satisfaction. While Building a strong rapport for future events and collaborations with Araca Merchandise. In some cases even repairing previous bad experiences with predecessors.

Logistics: Manage touring retail logistics, setting up displays, booths, and inventory storage in new venues every few weeks. Coordinate timely deliveries of multiple pallets of merchandise weekly, ensuring accurate inventory accounting. Plan travel arrangements, including hotel bookings, air travel, and car rentals, for each city.

Inventory Management: Oversee weekly inventory orders for 'Wicked The Musical', coordinating with warehouse teams and conducting inventory appraisals. Utilizing predictive strategies for seasonal adjustments and city-specific needs to drive sales success.

Point of Sales: Ensure optimal functionality of Square and NetSuite systems before each show. Troubleshoot technical issues and worked alongside employees during sales periods, ensuring efficient customer service.



Royalty Reporting • The Araca Group

November 2021 - Present

While managing Wicked Merchandise tour operations, I also make contributions to the royalties reporting department in my spare time. I leveraged my expertise with Square and NetSuite to extract data, subsequently transforming it into easily comprehensible Excel spreadsheets. My proficiency with VLookups, Pivot tables, and the creation of customized sheets helps drive operational efficiency. Moreover, I took the initiative to devise innovative formulas that significantly reduced processing times, thereby further enhancing department productivity.

Report Generation: Automated and prepared comprehensive reporting for senior management utilizing Square, NetSuite, and Excel. Delivered weekly and monthly reports for clients.

Commission Management: Compiled and distributed commission reports for producers, venues, consultants, and artists, effectively managing diverse stakeholder needs.

Contract Review: Examined and interpreted contracts/agreements to accurately fulfill royalty obligations.

Vendor Management: Set up vendors, managed various entries, and maintained vendor files in NetSuite to ensure organized and efficient vendor relations.

Month-End Close Assistance: Provided support during month-end closing processes, ensuring timely and accurate financial reporting.

Additional Tasks: Demonstrated flexibility and commitment by undertaking additional tasks as requested by management.



IT Associate • The Araca Group

June 2009 - July 2010

Provided comprehensive IT support to an expansive user base of over 100 employees across multiple locations, including the New York office, international sales managers, and the company's west coast operations.

Managed and maintained two Linux Ubuntu-based servers, optimizing performance and ensuring reliable access for all users.

Streamlined company-wide communication by administering Microsoft Exchange Server and Spark messaging server. Additionally, managed osTicket support system to organize and address IT issues effectively.

Set up and configured computer systems for new and existing employees, thereby ensuring minimal downtime and maintaining productivity.

Resolved a high volume of technical queries by employing creative problem-solving strategies, leading to improved system functionality and user satisfaction.

Delivered training and hands-on assistance on various hardware and software use, increasing technological proficiency within the team.

Maintained hardware components to prevent downtime and ensure optimal system performance across the organization.

Education



2006 - 2008

Columbia College (Not Completed)

Video Game Design Business
Management



2002 - 2006

Port Washington High School

High School Diploma

Skills

- NetSuite
- Square
- Inventory Management
- Product Merchandising
- Reporting & Analysis
- Google Drive
- Google Analytics
- Shopify
- WooCommerce
- Microsoft Office
- Retail Management
- Photoshop
- DaVinci Resolve

Languages

- English – Native or Bilingual
- Spanish – Beginner
- Italian – Starting to learn