

Anne Patterson



Retail Merchandiser

Address	1515 Pacific Ave, Los Angeles, CA 90291, United States	Phone	(541) 754-3010
Email	email@email.com	Place of birth	San Antonio
Nationality	American	Driving license	Full
Links	LinkedIn , Pinterest , Build this template , resumeviking.com/templates/		

01 PROFILE

Highly creative Retail Merchandiser with an excellent eye for visual aesthetics and promotional design. Over a decade of experience in implementing retail merchandising concepts most attractively to create buyer interest. Known for using smell, audio, and visual stimuli in promotional set-ups at gourmet food emporiums across multiple regions on the East Coast. Carry out duties with a strong sense of purpose and urgency. Completed a Retail Management Bachelors Degree achieving Cum Laude status.

02 EMPLOYMENT HISTORY

01/2018 — 08/2020

Retail Merchandiser at Blue Ebony Fashion Outlet

Los Angeles

Used retail optimization strategies to create more than 100 planograms for retail display resulting in an uptick of 21% in ghost hour purchases

- Change displays to ensure product promotion and marketing strategy stay on trend and appeal to customers
- Move merchandise around to create equal spacing and functional layout optimized for customer foot traffic patterns
- Rotate products onto shelves from backroom stock and inventory supply
- Use manual and automated scanning and ordering devices
- Create category groups in story layout about shelving and clustering of products by type and relevance
- Coordinate labeling efforts ensuring pricing and signage may be quickly pinpointed by customers
- Manage markdowns and daily specials with adequate spacing and display methods

01/2015 — 12/2017

Retail Merchandiser at Blurb Online

San Miguelito

Manage and oversee all online merchandise activities of a \$500 million pharmacy franchise with 30 stores under management

- Travel to multiple store locations to ensure that promotional displays are standardized across all outlet locations
- Set up displays and promotional fixtures outside of the stores
- Use lighting to illuminate and enhance the appearance of products

- Perform merchandising warehouse duties where needed to ensure sufficient stock supplies are distributed to the storerooms
- Build rapport with customers on ground level to get their opinions about the effectiveness of store displays
- Put up promotional material such as signs, balloons, and banners in the correct place for maximum visibility
- Monitor store cleanliness and sanitation
- Track inventory and movement of stock daily

01/2013 — 11/2015

Retail Merchandiser at Kitchen & Bathroom Supplies

Miami

Create quarterly sales plans for an online franchise which drove sales growth north of 50% for four quarters in a row

- Create and implement innovative product displays to establish a distinctive visual theme in line with the store's branding, logo and color schemes
- Use various digital applications to create in-store dimension and atmosphere
- Use CAD to plan the visual layout of retail merchandise in-store
- Monitor inventory and chart store sales and profit margins
- Attentive to consumer buying patterns by time of day, day in the week and time of the month to push slower selling items to the forefront

03 EDUCATION

Aug 2020 — Aug 2020

Michigan Ross School of Business at Swinburne University

Miami

Fundamentals of Effective Retail Sales Diploma,

Jan 2019 — Oct 2019

Cornell University

Online

Certificate in Store Display Creation for the Christmas Period

Course Topics: Basics of Visual Display, Fabrics and Swatches, Window Dressing, Furniture Store Merchandising, Customer Service

Jan 2018 — Nov 2018

Retail Association of America,

Online

Diploma in Retail Merchandising, Retail Association of America

Course Topics: Marketing and Sales, Accounting, Buyer Behavior, Purchasing, Customer Service, Interior Decorating and Design

Jan 2015 — Nov 2017

UCLA

Orange County

Bachelors Degree in Visual Merchandising

04 SKILLS

Epicor Retail Solutions	● ● ● ● ●	Clover POS	● ● ● ● ●
Netsuite	● ● ● ● ●	Display Set-up	● ● ● ● ●
POS Data	● ● ● ● ●	Planograms	● ● ● ● ●
Product Line Optimization	● ● ● ● ●	Graphic Design	● ● ● ● ●
Store Design	● ● ● ● ●	Forecasting	● ● ● ● ●
Schematic Layouts	● ● ● ● ●	AmberPOS	● ● ● ● ●
Inventory Forecasting	● ● ● ● ●	Agiliron	● ● ● ● ●
Retail Management	● ● ● ● ●	DotActiv	● ● ● ● ●
Visual Displays	● ● ● ● ●	Range Optimizer	● ● ● ● ●
Data Modeling	● ● ● ● ●	Trend Analysis	● ● ● ● ●
Display Set-up	● ● ● ● ●	Monitor Stock Levels	● ● ● ● ●
Brand Resets	● ● ● ● ●	Shelve Replenishment	● ● ● ● ●
Price Negotiation	● ● ● ● ●	DotActiv	● ● ● ● ●
Retail Analytics Software	● ● ● ● ●	Agiliron	● ● ● ● ●

05 COURSES

Aug 2020 — Aug 2020

Advanced Course in Retail and Product Management at International Career Institute (ICI), Online

Jan 2019 — Mar 2019

Selling on Value, Not on Price Seminar at Cox School of Business, TX

06 LANGUAGES

English	● ● ● ● ●	Spanish	● ● ● ● ●
French	● ● ● ● ●		