

Anne Patterson

Retail Merchandiser



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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.

Employment History

Jan 2018 – Aug 2020

LOS ANGELES

Retail Merchandiser Blue Ebony Fashion Outlet

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

Jan 2015 – Dec 2017

SAN MIGUELITO

Retail Merchandiser Blurb Online

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 o ensure sufficient stock supplies are distributed to the storerooms
- Build report 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

Jan 2013 – Nov 2015

MIAMI

Retail Merchadiser

Kitchen & Bathroom Supplies

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 instore 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

Education

Aug 2020 – Aug 2020

MIAMI

Michigan Ross School of Business at Swinburne University

Fundamentals of Effective Retail Sales Diploma,

Jan 2019 – Oct 2019

ONLINE

Cornell University

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

ONLINE

Retail Association of America,

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

ORANGE COUNTY

UCLA

Bachelors Degree in Visual Merchandising

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	● ● ● ● ●

Courses

Aug 2020 – Aug 2020

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

Jan 2019 – Mar 2019

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

Languages

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