



Anne Patterson

Retail Merchandiser

Los Angeles, United States email@email.com

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 at 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 at 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

Details

1515 Pacific Ave

Los Angeles, CA 90291, United States

(541) 754-3010

Place of birth

San Antonio

Nationality

American

Driving license

Full

Links

LinkedIn

Pinterest

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resumeviking.com/templates/

Skills

Epicor Retail Solutions



Netsuite



POS Data



Product Line

Optimization



Store Design



Schematic Layouts



Inventory Forecasting



Retail Management



Visual Displays



Data Modeling



- 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 at 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

Courses

Display Set-up



Brand Resets



Price Negotiation



Retail Analytics Software



Clover POS



Display Set-up



Planograms



Graphic Design



Forecasting



AmberPOS



Agiliron



DotActiv



Range Optimizer



Trend Analysis



Monitor Stock Levels



Shelve Replenishment



DotActiv



Agiliron



Languages

English



French



Spanish



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