



# Anne Patterson

## Retail Merchandiser

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### Place of birth

San Antonio

### Nationality

American

### Driving license

Full

### Skills

Epicor Retail Solutions

Netsuite

POS Data

Product Line Optimization

Store Design

Schematic Layouts

Inventory Forecasting

Retail Management

Visual Displays

Data Modeling

Display Set-up

Brand Resets

Price Negotiation

## 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

### Retail Merchandiser, Blue Ebony Fashion Outlet, Los Angeles

January 2018 – August 2020

*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

### Retail Merchandiser, Blurb Online, San Miguelito

January 2015 – December 2017

*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

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

- 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

## Retail Merchadiser, Kitchen & Bathroom Supplies, Miami

January 2013 – November 2015

*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

### Fundamentals of Effective Retail Sales Diploma,, Michigan Ross School of Business at Swinburne University, Miami

August 2020 – August 2020

### Certificate in Store Display Creation for the Christmas Period, Cornell University, Online

January 2019 – October 2019

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

### Diploma in Retail Merchandising, Retail Association of America, Retail Association of America,, Online

January 2018 – November 2018

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

### Bachelors Degree in Visual Merchandising, UCLA, Orange County

January 2015 – November 2017

## Courses

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

August 2020 – August 2020

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

January 2019 – March 2019

