

Anne Patterson, Retail Merchandiser

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Place of birth	San Antonio	Driving license	Full
Nationality	American		

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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 **Retail Merchandiser, 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 store 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 **Retail Merchandiser, 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 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 **Retail Merchandiser, 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 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
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EDUCATION

Aug 2020 — Aug 2020 **Fundamentals of Effective Retail Sales Diploma,, Michigan Ross** Miami
School of Business at Swinburne University

Jan 2019 — Oct 2019	Certificate in Store Display Creation for the Christmas Period, Cornell University	Online
	Course Topics: Basics of Visual Display, Fabrics and Swatches, Window Dressing, Furniture Store Merchandising, Customer Service	
Jan 2018 — Nov 2018	Diploma in Retail Merchandising, Retail Association of America, Retail Association of America,	Online
	Course Topics: Marketing and Sales, Accounting, Buyer Behavior, Purchasing, Customer Service, Interior Decorating and Design	
Jan 2015 — Nov 2017	Bachelors Degree in Visual Merchandising, UCLA	Orange County

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

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	Highly proficient	Spanish	Highly proficient
	French	Highly proficient		