



Anne Patterson

RETAIL MERCHANDISER

✉ email@email.com

📍 1515 Pacific Ave, Los Angeles, CA 90291, United States

☎ (541) 754-3010

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 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

Details

1515 Pacific Ave, Los Angeles, CA 90291, United States

(541) 754-3010

email@email.com

Nationality

American

Driving license

Full

Place of birth

San Antonio

Links

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Skills

Epicor Retail Solutions



Netsuite



POS Data



Product Line Optimization



Store Design



Schematic Layouts



Inventory Forecasting



Retail Management



Visual Displays



Data Modeling



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

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

