

# ANNE PATTERSON

RETAIL MERCHANDISER

## INFO

### ADDRESS

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

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### EMAIL

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### PLACE OF BIRTH

San Antonio

### DRIVING LICENSE

Full

### NATIONALITY

American

## 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

● ● ● ● ● ○

## 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

Jan 2018 — Aug 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

Jan 2015 — Dec 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
- 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

Data Modeling  
● ● ● ● ● ○

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

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English  
● ● ● ● ● ○

French  
● ● ● ● ● ○

Spanish  
● ● ● ● ● ○

## Retail Merchadiser, Kitchen & Bathroom Supplies

Miami

Jan 2013 — Nov 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

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

Miami

Aug 2020 — Aug 2020

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

Online

Jan 2019 — Oct 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

Jan 2018 — Nov 2018

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

### Bachelors Degree in Visual Merchandising, UCLA

Orange County

Jan 2015 — Nov 2017

## COURSES

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

Aug 2020 — Aug 2020

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

Jan 2019 — Mar 2019