



Anne Patterson

Retail Merchandiser

Info

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Place of birth

San Antonio

Nationality

American

Driving license

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Skills

Epicor Retail Solutions



Netsuite



POS Data



Product Line Optimization



Store Design



Schematic Layouts



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

Jan 2018 – Aug 2020 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 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

Jan 2015 – Dec 2017 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

Inventory Forecasting



Retail Management



Visual Displays



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



Retail Merchadiser, Kitchen & Bathroom Supplies

Jan 2013 – Nov 2015 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

Education

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

Aug 2020 – Aug 2020 Miami

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

Jan 2019 – Oct 2019 Online

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

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

Jan 2018 – Nov 2018 Online

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

UCLA, Bachelors Degree in Visual Merchandising

Jan 2015 – Nov 2017 Orange County

Courses

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

Languages

English



French



Spanish

