



# Anne Patterson

RETAIL MERCHANDISER

## Details

1515 Pacific Ave, Los Angeles, CA  
90291, United States  
(541) 754-3010  
[email@email.com](mailto: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

Display Set-up

Brand Resets

## 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 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

### 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
- 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 Merchandiser, 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

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

- 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