

# ANNE PATTERSON

Retail Merchandiser

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

(541) 754-3010

email@email.com

---

---

Place of birth ..... *San Antonio*      Driving license ..... *Full*  
Nationality ..... *American*

## LINKS

*[LinkedIn](#), [Pinterest](#), [Build this template](#), [resumeviking.com/templates/](#)*

## 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 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** ..... 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** ..... Aug 2020 — Aug 2020  
*Fundamentals of Effective Retail Sales Diploma,* Miami

❖ **Cornell University** ..... Jan 2019 — Oct 2019  
*Certificate in Store Display Creation for the Christmas Period* Online

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

❖ **Retail Association of America,** ..... Jan 2018 — Nov 2018  
*Diploma in Retail Merchandising, Retail Association of America* Online

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

❖ **UCLA** ..... Jan 2015 — Nov 2017  
*Bachelors Degree in Visual Merchandising* Orange County

## SKILLS

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

## COURSES

❖ **Advanced Course in Retail and Product Management** ..... Aug 2020 — Aug 2020  
*International Career Institute (ICI), Online*

LANGUAGES

English ..... *Highly proficient*      Spanish ..... *Highly proficient*  
French ..... *Highly proficient*