

Finn Robles

Merchandising Sales Associate

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SUMMARY

Dedicated merchandising professional with over four years in retail environments, striving to create engaging customer experiences. Strong track record in executing visual merchandising strategies and maintaining optimal store organization. Expertise includes developing team-driven approaches that enhance efficiency, communication, and operational success. Passion for fostering positive interactions, with a commitment to impeccable service quality ensuring customer satisfaction. Eager to join Brightview Retail Solutions, bringing proven merchandising skills while contributing to a collaborative team atmosphere focused on delivering outstanding results.

EXPERIENCE

Merchandising Specialist

Greenfield Retail Services 📅 June 2024 – Present 📍 Waynesboro, VA

Oversee execution of planograms and merchandising initiatives across diverse store locations. Collaborate with management to assess inventory levels and optimize visual strategies. Train new staff on merchandising best practices, enhancing overall team performance while ensuring brand compliance.

- Advanced planogram execution across multiple retailer settings, ensuring compliance with architectural designs.
- Worked closely with store leadership to evaluate stock levels, strategically increasing product visibility.
- Imparted training sessions for new workers, boosting overall team efficiency through client-focused methodologies.
- Conducted audits that maintained planogram integrity, thereby amplifying sales opportunities within stores.
- Engaged customer feedback dynamically, crafting innovative solutions that uplift shopping experiences.
- Led collaboration with suppliers for timely promotional material operations that enhanced display effectiveness.

Sales Associate

Brightway Supplies 📅 April 2022 – May 2024 📍 Staunton, VA

Supported store functions by managing inventory and optimizing sales floors. Implemented performance-driven signage while emphasizing top-tier customer service to promote memorable shopping experiences.

- Streamlined inventory organization on the sales floor, making it easier for customers to access products effectively.
- Introduced creative visual displays that catalyzed notable increases in sales during marketing campaigns.
- Diligently resolved customer inquiries, building relations that fostered loyalty among shoppers.
- Executed physical tasks suited to industry safety standards including lifting heavyweight items for proper store setup.
- Participated actively in collaborative planning of store layouts, enhancing the utility of available retail space.
- Provided essential support that drove month-to-month sales growth responsibility through productive teamwork.

Retail Assistant

Star Retail Group 📅 January 2021 – March 2022 📍 Harrisonburg, VA

Contributed to daily operations and worked closely with team members to ensure a seamless retail experience. Responsibly handled merchandise placements and customer assistance inquiries.

- Effectively restocked inventory and ensured cleanliness for a welcoming shopping environment.
- Guided customers toward desired products and educated them about ongoing promotions.
- Created meaningful customer connections, leading to suggestions tailored to individual needs for enhanced experiences.
- Actively participated in strategy discussions that defined sales initiatives reflecting company goals.
- Maintained precise records detailing inventory shifts, identifying trends and informing better placement activities.
- Built an encouraging work culture within teams through open communication and collective task ownership.

LEADERSHIP & AWARDS

- Certified Customer Service Professional - 2025
- Retail Employee of the Month - Greenfield Retail Services - August 2025

EDUCATION

High School Diploma

Harrisonburg High School 🎓 GPA: 3.8 📅 2022 📍 Harrisonburg, VA

Coursework: General Studies, Business Principles, Communications, Marketing Basics

CERTIFICATIONS

- Certified Customer Service Professional (CCSP) 📅 2025
- Retail Management Certificate 📅 2026

TECHNICAL SKILLS

- **Merchandising Software:** Planogram Pro, Smart Merchandiser, Visual Retailing
- **Inventory Systems:** Oracle NetSuite, Fishbowl, Vend
- **Point of Sale Systems:** Square, Clover, Shopify
- **Microsoft Office Suite:** Excel, Word, PowerPoint
- **Retail Analytics Tools:** Google Analytics, Tableau, Microsoft Power BI
- **Communication Tools:** Slack, Microsoft Teams, Zoom
- **Training Programs:** Learning Management Systems (LMS), Onboarding Modules, Mentorship Kits
- **Customer Relationship Management:** Salesforce, HubSpot, Zoho
- **Safety Training:** OSHA Guidelines, Store Policy Compliance, Emergency Procedures
- **Team Collaboration Platforms:** Asana, Trello, Basecamp

SKILLS

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|------------------------|------------------------|------------------------|------------------------|
| • Retail Management | • Team Collaboration | • Safety Compliance | • Customer Interaction |
| • Visual Merchandising | • Communication Skills | • Promotional Displays | • Sales Techniques |
| • Customer Service | • Planogram Execution | • Problem Resolution | • Business Operations |
| • Inventory Management | • Product Returns | • Visual Displays | |

PROFESSIONAL AFFILIATIONS

- Member, National Retail Federation
- Volunteer, Local Food Bank

LANGUAGES

- English (Native)
- Spanish (Proficient)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST