



Kaia Ortiz

Retail Merchandiser

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SUMMARY

Enthusiastic Retail Merchandiser with over 2 years enhancing brand visibility in diverse environments. Proven success enhancing sales through strategic merchandising and effective collaborations with management teams. Strong ability to utilize mobile technology for reporting and navigating inventory challenges. Dedicated to maintaining strong relationships with associates, ensuring smooth operations and excellent customer service every day. Detail-oriented mindset and problem-solving skills contribute to pinpoint execution of tasks that matter most to retail performance. Eager to leverage experience at Acme to strengthen connections between products, customers, and brands.

EXPERIENCE

Retail Merchandiser

Bright Retail Solutions 📅 January 2025 - Present 📍 Bloomington, IN

Managed merchandising operations across several stores, focusing on product availability and alignment with strategic goals. Developed collaborative strategies with store managers, leading initiatives to enhance brand presence. Analyzed performance metrics to adjust merchandising strategies dynamically.

- Executed merchandising strategies for high-demand products, significantly boosting visibility.
- Performed merchandise audits aligning displays with corporate standards, enhancing presentation quality.
- Coached peers on best practices in merchandising and effective tech use for real-time reporting.
- Established rapport with store staff, fostering cooperation that increased operational efficiency.
- Leveraged sales data insights to refine product placement methods, optimizing customer engagement.
- Documented daily activities rigorously, upholding accuracy and enhancing data-driven decision-making.

Merchandising Associate

Retail Dynamics 📅 June 2024 - December 2024 📍 Carmel, IN

Supported stocking procedures and visual merchandising projects across multiple locations. Focused on elevating consumer experiences through engaging displays and informative presentations to ensure product accessibility. Collaborated effectively with management to resolve operational inefficiencies.

- Facilitated stocking activities, guaranteeing that all products remained readily available for customers.
- Contributed to the planning of visual displays maximizing appeal and adherence to corporate branding.
- Engaged with shoppers, providing detailed product information and promoting ongoing promotions.
- Partnered proactively with management to troubleshoot issues impacting team efforts or product flow.
- Handled transportation of promotional materials within stores, contributing to marketing endeavors.
- Collected feedback from interactions, influencing upcoming campaign strategies through clear communication.

LEADERSHIP & AWARDS

- Dean's List, State University, 2024

EDUCATION

Bachelor of Arts in Business Administration

STRENGTHS

- 👥 **Team Collaboration**
Fostered cohesive teamwork by building trust across roles, driving success in shared projects.
- 📊 **Data Reporting Skills**
Streamlined report generation using digital tools, enhancing tracking and communication clarity.
- 💬 **Customer Engagement**
Strengthened customer connections by actively listening and responding to inquiries responsively.
- ⚙️ **Operational Efficiency**
Improved workflow processes, reducing time spent on tasks while maintaining quality and accuracy.
- 👁️ **Visual Merchandising**
Created attractive product displays that resonated well with customers and elevated shopping experiences.

SKILLS

Retail Merchandising

Data Reporting

Customer Engagement

Inventory Management

Team Collaboration

Visual Merchandising

Product Auditing Sales Analysis

Operations Support

<u>Task Documentation</u>
<u>Mobile Technology</u>
<u>Promotional Materials Management</u>
<u>Relationship Building</u>
<u>Problem Solving</u>
<u>Visual Display Design</u>
<u>Workflow Optimization</u>

LANGUAGES

English	Native
Spanish	Proficient

MY CAREER



- Retail Merchandiser at Bright Retail Solutions (1.6 Years)
- Merchandising Associate at Retail Dynamics (6 Months)

State University 🎓 GPA: 3.5 📅 2026 📍 Indianapolis, IN
Coursework: Marketing Principles, Management Strategies, Retail Operations, Consumer Behavior

CERTIFICATIONS

- Certified Retail Merchandiser 📅 2025
- CPR Certification 📅 2023

TECHNICAL SKILLS

- **Project Management Tools:** Trello, Asana, JIRA
- **Data Analysis Software:** Excel, Tableau, Google Analytics
- **Communication Tools:** Slack, Microsoft Teams, Email
- **Mobile Applications:** Retail Apps, Inventory Management Software, Mapping Tools
- **Visual Marketing Tools:** Photoshop, Canva, InDesign
- **Sales Reporting Platforms:** Salesforce, QuickBooks, Custom CRM Systems
- **Training & Development Methods:** Workshops, Onboarding Sessions, Peer Mentorship
- **Inventory Management Systems:** POS Systems, RFID Technology, Barcode Scanners
- **Compliance Standards:** Brand Guidelines, Safety Protocols, Regulatory Requirements
- **Feedback & Review Mechanisms:** Surveys, Customer Interviews, Performance Reviews

PROFESSIONAL AFFILIATIONS

- Member, Retail Management Society, State University
- Volunteer, Community Food Bank, 2023

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST