



# Kaia Ortiz

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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** January 2025 - Present  
Bright Retail Solutions 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** June 2024 - December 2024  
Retail Dynamics 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** 2026  
State University   GPA: 3.5 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

SKILLS

- |                        |                        |                                    |                         |
|------------------------|------------------------|------------------------------------|-------------------------|
| • Retail Merchandising | • Team Collaboration   | • Operations Support               | • Relationship Building |
| • Data Reporting       | • Visual Merchandising | • Task Documentation               | • Problem Solving       |
| • Customer Engagement  | • Product Auditing     | • Mobile Technology                | • Visual Display Design |
| • Inventory Management | • Sales Analysis       | • Promotional Materials Management | • Workflow Optimization |

PROFESSIONAL AFFILIATIONS

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

LANGUAGES

- English (Native)
- Spanish (Proficient)

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST