

Brooklyn Ballard

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SUMMARY

Dedicated retail professional with over 2 years in merchandising and team leadership. Proven ability to enhance customer engagement through effective communication and exceptional service. Skilled in training and onboarding new team members while ensuring compliance with safety and operational standards. Committed to driving sales through strategic product placement and inventory management. A motivated self-starter with a strong team-oriented mindset eager to contribute positively at Bright Retail Solutions.

EXPERIENCE

Retail Merchandiser Team Lead June 2025 - Present
Smart Retail Dynamics *Detroit, MI*

Lead a team focused on merchandising functions within the retail environment, directly impacting customer service and operational effectiveness. Drive initiatives that boost sales through visual strategies and efficient inventory management.

- Train and onboard new hires, fostering an adaptable team skilled in store operations.
- Implemented visual merchandising practices increasing product visibility and customer engagement significantly.
- Conducted regular inventory checks, optimizing stock levels while managing product rotation for enhanced sales opportunities.
- Partner with management for shift scheduling and performance evaluations, promoting a unified work atmosphere.
- Adopt digital platforms to maintain real-time documentation of daily activities, improving reporting accuracy.
- Cultivate partnerships with retailers for alignment on branding and promotional strategies, enhancing product presentation.

Retail Merchandiser March 2024 - May 2025
Retail Solutions Group *Warren, MI*

Contributed to merchandising initiatives aimed at elevating shopper interaction and satisfaction. Engaged customers through quality service, thereby aligning store layouts with marketing goals and consumer preferences.

- Assisted in executing merchandising plans, effectively setting up promotional displays that resonated with market strategies.
- Performed inventory audits and resets adhering to corporate guidelines, dramatically enhancing customer experiences.
- Coached colleagues on customer engagement best practices, noticeably lifting overall team results.
- Interacted with shoppers collecting insights, facilitating adjustments to merchandising approaches for profitability.
- Utilized mobile applications for task logging, streamlining communications and activity sharing among teams.
- Upheld a safety-conscious environment throughout all physical operations, committed to employee welfare.

LEADERSHIP & AWARDS

- Certified Retail Merchandiser (2025)
- OSHA Safety Certification (2025)

EDUCATION

Associate of Arts in Business Management 2026
Community College of Detroit GPA: 3.5 *Detroit, MI*

Coursework: Marketing Principles, Consumer Behavior, Retail Management, Business Communication

CERTIFICATIONS

- Certified Retail Merchandiser 📅 2025
- OSHA Safety Certification 📅 2025

TECHNICAL SKILLS

- **Inventory Systems:** SAP, Oracle Inventory, Microsoft Excel
- **Reporting Tools:** Tableau, Google Data Studio, Salesforce
- **Communication Platforms:** Slack, Microsoft Teams, Zoom
- **Mobile Applications:** Google Docs, Trello, Asana
- **Visual Merchandising Techniques:** Planogram Software, Adobe Creative Suite, Canva
- **Customer Engagement Strategies:** Feedback Analysis, Shopper Insights, WCM Practices
- **Employee Training Programs:** In-House Training, eLearning, Mentorship
- **Safety Standards:** OSHA Guidelines, Compliance Training, Risk Assessment
- **Team Performance Metrics:** KPI Dashboards, Peer Reviews, Service Ratings

- **Visual Presentation:** Display Guidelines, Seasonal Changes, Brand Storytelling

SKILLS

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|------------------------|---------------------------|-------------------------|---------------------|
| • Merchandising | • Training & Development | • Performance Tracking | • Problem Solving |
| • Customer Service | • Digital Reporting Tools | • Visual Merchandising | • Customer Insights |
| • Team Leadership | • Sales Optimization | • Product Display Setup | • Safety Protocols |
| • Inventory Management | • Communication Skills | • Retail Operations | • Time Management |

PROFESSIONAL AFFILIATIONS

- Member, Retail Professionals Association (2024 - Present)
- Volunteer Coordinator, Community Food Drive (2025)

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST