



Brooklyn Ballard

Retail Merchandiser Team Lead

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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.

STRENGTHS

- 👥 **Customer Engagement**
Successfully transformed customer interaction methods leading to improved trading hours and elevated service delivery ratings.
- 👥 **Team Leadership**
Nurtured an engaged team culture where collaboration flourished—fellow team members consistently applauded for conquering shared challenges.
- 📊 **Inventory Management**
Achieved great efficiency in stock rotation, translating into increased sales per available space within the retail setup.
- 📱 **Digital Tool Utilization**
Streamlined workplace reports using mobile tech—an innovation enabling faster data retrieval and tracking.
- 🛡️ **Safety Compliance**
Instilled a strong awareness of safety measures, minimizing incidents during high-volume merchandise handling periods.

SKILLS

- Merchandising
- Customer Service
- Team Leadership
- Inventory Management
- Training & Development
- Digital Reporting Tools
- Sales Optimization
- Communication Skills

EXPERIENCE

Retail Merchandiser Team Lead

Smart Retail Dynamics 📅 June 2025 - Present 📍 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

Retail Solutions Group 📅 March 2024 - May 2025 📍 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

Community College of Detroit 🎓 GPA: 3.5 📅 2026 📍 Detroit, MI

Product Display Setup

Retail Operations Problem Solving

Customer Insights

Safety Protocols

Time Management

LANGUAGES

English Native

Spanish Intermediate

MY CAREER



- Retail Merchandiser Team Lead at Smart Retail Dynamics (1.2 Years)

- Retail Merchandiser at Retail Solutions Group (1.2 Years)

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

PROFESSIONAL AFFILIATIONS

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

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST