

STRENGTHS

- Analytical Expertise**
Employed advanced analytical skills to evaluate market trends, securing competitive advantages regularly.
- Collaborative Leader**
Built consensus among disparate teams to synergize objectives, increasing campaign effectiveness significantly.
- Strategic Visionary**
Designed compelling product assortments aligned with brand strategy and trends ensuring remarkable market fit.
- Effective Communicator**
Presented clear, impactful merchandising strategies gaining executive confidence and buy-in from peers consistently.
- Result-Driven Focus**
Achieved measurable improvements in sales and margins by executing data-based decisions expertly.

SKILLS

- Merchandising Strategy
- Data Analysis
- Stakeholder Management
- Cross-Functional Collaboration
- Product Development Retail Math
- Financial Planning
- Assortment Planning
- Market Research
- Inventory Management
- Consumer Insights
- Visual Merchandising
- Sales Forecasting Trend Analysis

SUMMARY

Dynamic merchandising professional with over 7 years of experience in footwear merchandising and planning, specializing in developing innovative product assortments to drive brand success. Expertise in leveraging analytical skills and Excel proficiency for data-driven decisions that enhance financial performance. Proven ability to collaborate effectively with cross-functional teams, aligning business strategies to achieve targeted results while fostering a culture of inclusivity and teamwork. Passionate about blending creativity with analysis to develop successful strategies and contribute positively to an organization's growth.

EXPERIENCE

Senior Merchandiser

Creative Apparel Group June 2021 – Present Remote - US

- Lead partnership with cross-functional teams within a remote setting to execute seasonal directives and achieve vital sales targets. Manage assortment planning and ensure alignment with market trends to optimize inventory across multiple product lines.
- Spearheaded execution of seasonal merchandising directives, optimizing product placement for financial targets.
 - Drove earnings by collaborating with Marketplace Planning team, resulting in a notable sales increase.
 - Analyzed statistical retail metrics to identify opportunities, enhancing margin performance extensively.
 - Fostered strong partnerships among various teams, improving collaborative efforts which led to successful launches.
 - Presented quarterly merchandise insights and future opportunities, receiving positive feedback from stakeholders.
 - Initiated programs supporting inclusive workplace practices resulting in increased team morale.

Merchandiser

Fashion Dynamics Inc. April 2016 – May 2021 Los Angeles, CA

- Executed effective merchandising solutions for wholesale channels through a data-driven approach aimed at improving brand visibility and engagement. Partnered closely with marketing and product teams to enhance consumer access.
- Conducted thorough market analysis to inform product assortment strategies and successfully drove consumer satisfaction.
 - Collaboration Enhanced product visibility through proactive engagements leading to elevated customer interest.
 - Utilized advanced Excel analytics for observing sales behaviors guiding actionable assortment adjustments.
 - Worked determinedly to streamline operational processes among merchandising and planning functions improving efficiency.
 - Delivered presentations communicating strategic recommendations that directly shaped merchandising initiatives.
 - Achieved upward successes by teaming diligently with diverse departments fostering innovation in approach.

LEADERSHIP & AWARDS

- Certified Merchandise Professional (CMP) - 2023
- Excel for Business Certification - 2022

EDUCATION

Bachelor of Arts in Business Administration

University of Arizona GPA: 3.5 2015 Tucson, AZ

Team Leadership

Negotiation Skills

LANGUAGES

English Native

Spanish Proficient

MY CAREER



● Senior Merchandiser at Creative Apparel Group (5.2 Years)

● Merchandiser at Fashion Dynamics Inc. (5.1 Years)

Coursework: Merchandising Principles, Advanced Retail Management, Marketing Strategy, Data Analytics

CERTIFICATIONS

- Certified Merchandise Professional (CMP) 📅 2023
- Excel for Business Certification 📅 2022

TECHNICAL SKILLS

- **Project Management Tools:** Trello, Asana, JIRA
- **Data Analysis Tools:** Excel, Tableau, SPSS
- **Communication Tools:** Slack, Microsoft Teams, Zoom
- **Inventory Systems:** SAP, Oracle, PeopleSoft
- **Retail Software:** Shopify, BigCommerce, WooCommerce
- **E-commerce Platforms:** Amazon, eBay, Shopify
- **Merchandising Software:** Blue Cherry, MDS, AIMS
- **Forecasting Techniques:** Regression Analysis, Time Series Modeling, Icon Modeling
- **Market Research Methods:** Focus Groups, Surveys, Customer Feedback
- **Retail Math Concepts:** Markups, Markdowns, Gross Profit Calculation

PROFESSIONAL AFFILIATIONS

- Member of the National Retail Federation (NRF)
- Active participant in Women in Merchandising Network

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST