

Linh Wiggins

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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

June 2021 – Present

Creative Apparel Group

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

April 2016 – May 2021

Fashion Dynamics Inc.

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

2015

University of Arizona GPA: 3.5

Tucson, AZ

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

SKILLS

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

PROFESSIONAL AFFILIATIONS

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

LANGUAGES

- English (Native)
- Spanish (Proficient)

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST