

Linh Wiggins

Senior Merchandiser

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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

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)

EDUCATION

Bachelor of Arts in Business Administration

University of Arizona 🎓 GPA: 3.5 📅 2015 📍 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

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