

STRENGTHS

- Customer Engagement**
Consistently cultivate warm connections with customers leading to repeat business. Feedback reflects notable improvement in their shopping experience.
- Visual Merchandising**
Designed attractive display setups capturing shopper attention. This enhanced product interest on numerous occasions.
- Team Collaboration**
Work closely with colleagues creating shared goals for sales strategies. Strength noted when achieving targets collectively.
- Data-Driven Decisions**
Leveraged data insights promoting smarter inventory management practices. Team unanimously supported explored changes improving efficiency.
- Independent Initiative**
Actively pursue challenges without micromanagement. Proactively sought improvements noted across several projects.

SKILLS

- Customer Service
- Merchandising
- Inventory Management
- Team Collaboration
- Communication
- Data Analysis
- Product Promotion
- Market Research
- Problem Solving
- Visual Merchandising
- Sales Optimization
- Client Engagement
- Presentation Skills
- Retail Strategies

SUMMARY

Dedicated individual passionate about enhancing customer shopping experiences through effective merchandising. Proven ability to build displays, manage inventory and positively engage customers. Strong track record of teamwork and independent contributions. Aiming to contribute skills and zeal for retail excellence at Retail Connect Solutions. Committed to fostering a thriving environment where sales growth thrives through strategic merchandising initiatives.

EXPERIENCE

Travel Retail Sales Merchandiser

Retail Connect Solutions June 2026 - Present Worcester, MA

- Managed merchandising operations in various retail settings, focusing on enhancing product display effectiveness and increasing visibility. Engaged with team members, suppliers, and customers to ensure optimal sales opportunities and performance. Developed store-specific merchandising strategies aligned with corporate goals resulting in improved overall customer satisfaction and engagement.
- Provided in-store merchandising support by constructing appealing displays that meet customer preferences.
 - Rotated products on shelves to keep stock fresh and visually appealing, ensuring adherence to merchandising guidelines.
 - Collaborated with team members to ensure the implementation of effective merchandising strategies tailored to each store's needs.
 - Maintained detailed records of inventory levels, communicating effectively with suppliers to optimize restocking processes.
 - Engaged professionally with shoppers to promote products and cultivated a positive shopping atmosphere.
 - Adhered to a safety-first approach while managing physical tasks, including lifting and relocating merchandise up to 50 lbs.

Merchandising Strategy Developer

University Project January 2026 - May 2026 Remote

- Oversaw a capstone project aimed at creating innovative merchandising strategies for improving retail sales and customer experience. Collaborated extensively with peers to analyze market trends, conduct research, and present findings effectively to faculty and classmates.
- Developed a holistic merchandising strategy focusing on optimizing product placements based on consumer insights.
 - Conducted thorough market analysis to better understand shopping behaviors influencing design choices.
 - Created visual mock-ups demonstrating proposed product displays and demonstrated clear presentation skills.
 - Utilized data analysis tools such as Microsoft Excel to derive insights and support presentations during group discussions.
 - Secured favorable feedback from professors recognizing clarity and creativity throughout project execution.
 - Enhanced teamwork by sharing diverse perspectives and integrating feedback into final project deliverables.

Customer Interaction Research Assistant

Student Lab September 2025 - December 2025 Worcester, MA

- Participated in a research initiative exploring customer experience and interaction quality within retail environments. Facilitated data collection, data analysis, and the presentation of research findings contributing to impactful improvements in service delivery.
- Gathered qualitative data on shopper interactions through direct engagement and surveys.
 - Analyzed data utilizing statistical software to extract actionable insights regarding customer preferences.

Customer Experience

Trend Analysis

LANGUAGES

English Native

Spanish Intermediate

MY CAREER



● Travel Retail Sales
Merchandiser at Retail Connect
Solutions (2 Months)

● Merchandising Strategy
Developer at University Project
(4 Months)

● Customer Interaction
Research Assistant at Student
Lab (3 Months)

- Collaborated with a team on reporting trends presented at a reputable university-wide conference.
- Helped prepare a comprehensive report driving recommendations beneficial for local retailers.
- Fostered strong communication channels within a diverse team to enrich collaborative learning experiences.
- Refined analytical skills while interpreting complex data sets and drawing meaningful conclusions.

LEADERSHIP & AWARDS

- Dean's List, University of Massachusetts (2025)
- First Place, University Retail Competition (2025)

EDUCATION

Bachelor of Arts in Business Administration

University of Massachusetts 🎓 GPA: 3.8 📅 2026 📍 Amherst, MA

Coursework: Marketing, Retail Management, Consumer Behavior, Data Analysis

CERTIFICATIONS

- Customer Service Fundamentals 📅 2026
- Retail Management Certificate 📅 2026

TECHNICAL SKILLS

- **Inventory Management Tools:** Excel, POS Software, Stock Management Systems
- **Communication Tools:** Slack, Microsoft Teams, Zoom
- **Analysis Software:** SPSS, Google Analytics, Tableau
- **Product Display Software:** Sketch, Canva, Adobe Creative Suite
- **Project Management Tools:** Trello, Asana, Monday.com
- **Statistical Tools:** R Programming, Python, Stata
- **Customer Relationship Tools:** Salesforce, HubSpot, Zoho
- **Retail Platforms:** Shopify, Magento, WooCommerce
- **Social Media Tools:** Hootsuite, Buffer, Google Ads
- **Survey Tools:** Typeform, SurveyMonkey, Google Forms

PROFESSIONAL AFFILIATIONS

- Member, Retail Management Association, University of Massachusetts
- Volunteer, Local Food Bank, Worcester, MA

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST