

Jane Doe

Fashion Merchandiser

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Profile Summary

Creative and results-driven Fashion Merchandiser with over 5 years of experience in the retail industry. Proven track record of boosting sales by curating trend-driven merchandise assortments and strategic visual displays. Skilled in analyzing market trends, consumer behavior, and sales data to optimize product offerings. Adept at collaborating with design, buying, and marketing teams to enhance the brand's personality and maximize revenue.

Work Experience

Senior Fashion Merchandiser

Bloomingdale's

1st Jan, 2019 - Present

- Increased departmental sales by 20% within the first year through strategic merchandising and cross-departmental collaboration.
- Developed and implemented seasonal visual merchandising plans, increasing customer engagement by 25%.
- Led a team of five merchandisers to streamline processes, reducing time-to-floor for new merchandise by 30%.

Fashion Merchandiser

Macy's

1st Jun, 2015 - 31st Dec, 2018

- Improved product allocation accuracy by 15% through analysis of sales data and inventory trends.
- Coordinated with designers and buyers to execute fashion shows and store events, enhancing brand visibility.
- Increased average transaction value by implementing targeted merchandising strategies.

Education

Fashion Institute of Technology

Bachelor of Science in Fashion Merchandising

1st Sep, 2011 - 31st May, 2015

Skills

Trend Analysis, Visual Merchandising, Retail Math, Collaboration, Communication,
Time Management

Notable Projects

Sustainable Fashion Initiative

Led a project focused on enhancing sustainable fashion offerings, resulting in a 15% increase in eco-friendly product lines and significant positive customer feedback.

Certifications

Certified Professional Merchandiser

Issued by American Public University, 10th Apr, 2018

Awards

Excellence in Merchandising Award

Awarded by Bloomingdale's, 15th Mar, 2020