



ALLISON ROSENBERG

A retail merchandiser with five years of experience specializing in product marketing, visual storytelling, and brand messaging. A proven track record of designing engaging product displays and increasing in-store sales.

Contact



(123) 456-7890



email@example.com



LinkedIn



Philadelphia, PA 12345

Key Skills

- Brand messaging
- Product marketing
- Product storytelling
- Retail sales
- Visual merchandising

Educations

Associate of Applied Science (A.A.S), Fashion Merchandising and Marketing

TEMPLE UNIVERSITY,
PHILADELPHIA, PA | JUNE
2019

Professional Experience

MERCHANDISER | URBAN OUTFITTERS, PHILADELPHIA, PA
OCTOBER 2021 – PRESENT

- Develop and implement visual merchandising strategies for a wide range of clothing product lines, contributing to a 20% increase in in-store sales in two years
- Collaborate with retail teams to deliver cohesive brand messaging across all visual displays and enhance the customer experience
- Analyze sales reports and identify consumer trends to adjust merchandising tactics for underperforming products

MERCHANDISER | BLOOMINGDALE'S, PHILADELPHIA, PA
JUNE 2019 – OCTOBER 2021

- Defined impactful merchandising strategies in alignment with market trends and sales data, which increased retail sales for new product launches by up to 25%
- Oversaw inventory levels across multiple product lines and reduced stock shortages, shrinkage, and overstock incidents
- Cultivated long-term relationships with vendors and conducted contract negotiations to reduce supply costs by 10% in 2021

Certifications

- Product Marketing Certification, Cornell University | October 2020