

MICHAEL ANDERSON

Merchandise Planner

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Experienced Merchandise Planner with a comprehensive understanding of retail operations and consumer behavior. Strong analytical skills support the development of effective merchandising strategies that enhance product assortment and drive sales. Proven track record in managing inventory across multiple channels and ensuring alignment with market demand. Adept at collaborating with cross-functional teams to deliver cohesive merchandising initiatives that resonate with target audiences.

WORK EXPERIENCE

Merchandise Planner | Multi-Channel Retailer

Jan 2022 – Present

- Managed a diverse product assortment to support a 20% increase in sales.
- Utilized market research to inform purchasing strategies and inventory management.
- Collaborated with marketing teams to align product launches with promotional activities.
- Monitored inventory turnover rates and recommended adjustments to optimize stock levels.
- Developed and implemented merchandising guidelines to enhance product presentation.
- Analyzed sales data to identify trends and inform future product assortments.

Merchandise Coordinator | Local Retailer

Jul 2019 – Dec 2021

- Assisted in the management of inventory levels for various product categories.
- Conducted competitive analysis to inform pricing strategies and product positioning.
- Supported the development of promotional strategies to drive sales growth.
- Monitored stock levels and recommended reorders to ensure product availability.
- Compiled reports on merchandise performance for senior management.
- Participated in vendor meetings to discuss product quality and delivery schedules.

SKILLS

retail operations

inventory management

data analysis

market research

vendor relations

merchandising strategies

EDUCATION

Bachelor of Science in Marketing

2015 – 2019

University of Marketing

ACHIEVEMENTS

- Achieved a 15% reduction in inventory costs through improved planning processes.
- Recognized for outstanding performance in merchandise planning during annual reviews.
- Successfully increased sales through targeted marketing initiatives that resonated with customers.

LANGUAGES

English

Spanish

French