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**İsim Soyad**

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**RETAIL BUYER & MERCHANDISING MANAGER**

**Dynamic and resourceful retail buyer and merchandising manager with strong marketing skills, Track record of successful design, development, and implementation of product line marketing strategies, Adept at conducting competitive pricing analyses, determining effective promotional strategies for "good, better, best' product offering. Skilled at developing relationships with clients and co-workers„ providing required information and analyzing and resolving problems promptly and courteously.**

**■**  **Product Merchandising**

**■**  **Personnel Management**

**■**  **'Digital Marketing**

**XYZ. INDUSTRIAL SUPPLY, City, ST Merchandising *Manager***

**•**  **Promotional Strategies**

**■**  **Customer Satisfaction**

**•**  **Inventory Replenishment**   
**PROFESSIONAL EXPERIENCE**

**•**  **Competitive Analysis**

**•**  **Vendor Management**

**•**  **Sales Book Preparation**

**Month YYYY - Present**

**Design, develop, and implement product line marketing strategies through all marketing channels for multiple suppliers, ensuring products receive effective promotional attention. Oversee advertising copy, ensuring that specifications, technical information, and images are accurate and compliant with supplier requirements, Review print advertising to ensure clear presentation and effect by growing sales,**

**■** **Collaborate with company buyers, providing purchasing recommendations based on competitive analyses.**

**■** **Conduct competitive product analyses, determining potential for profitability increases. Recommend new**

**presentations, S KLTs, and pricing to increase sales.**

**DEPARTMENT STORE, City, ST**  **Month YYYY - Month YYYY *Assistant Buyer***

**Cultivated effective and credible relationships with vendors. maintaining ongoing communication and facilitating**

**solutions to address concerns. Liaison between manufacturers, sales learns, vendors, and warehouse personnel to**

**expedite product orders and distribution. Facilitated marketing efforts for new products and developed promotional**

**calendars, product launches, and employee incentive programs, collaborating closely with Buyer.**

**Provided support for commodities purchasing and merchandising activities for annual sales volume of $12M for**

**■**  **Managed inventory, analyzing customer demand and market trends to determine product volume adjustments,**

**replenishments, and allocations**

**■**  **Prepared sales hooks reflecting product lines, monthly promotions, discontinued items, order forms, and**

**transparencies utilized by sales teams and personnel throughout 1,500 store locations,**

**RETAIL CHAIN, City, ST** **Month YYYY - Month YYYY**

***Assistant Internet Merchant***

**Managed product content to ensure accuracy of information (copy, facts, images), setting up new product information and removing discontinued products. Assisted in tracking and resolving site issues (pricing and promotions, product page errors). Created merchandising reports, retrieved information, and analyzed sales metrics.**

**EDUCATION & SKILLS**

**Bachelor's Degree, Fashion Merchandising**