

EMMA JOHNSON

Merchandise Planner

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PROFESSIONAL SUMMARY

Results-driven Merchandise Planner with a decade of experience in optimizing inventory and enhancing product strategies for diverse retail channels. Expert in leveraging data analytics to forecast demand, improve assortments, and drive sales performance. Proven ability to collaborate effectively with cross-functional teams, ensuring alignment with business objectives to achieve measurable growth.

WORK EXPERIENCE

Merchandise Planner/Representative

📅 Jan / 2019-Ongoing

Maple Leaf Consulting

📍 Toronto, ON

1. Developed a flexible inventory strategy allowing adjustments based on real-time market conditions.
2. Consistently exceeded sales, margin, and inventory turn goals through strategic planning.
3. Managed in-season Open-To-Buy, expertly forecasting sales and optimizing inventory flow.
4. Created a weekly sales tracker that enhanced forecasting accuracy and operational efficiency.
5. Built a dynamic forecasting model to adjust regional ad strategies weekly.
6. Executed the first Markdown Optimization initiative, significantly reducing slow-moving inventory.
7. Produced detailed reports to identify in-season trends, recommending actionable solutions to enhance performance.

Merchandise Planner

📅 Jan / 2015-Jan / 2019

Summit Peak Industries

📍 Denver, CO

1. Authored annual merchandise plans for the Baby Gear department, managing a \$100M business with over 10,000 SKUs.
2. Collaborated with merchants to present Open-To-Buy strategies to senior leadership, ensuring alignment with business goals.
3. Drove monthly and rolling seasonal demand forecasts, achieving high accuracy and fulfillment rates.
4. Enhanced in-stock rates by 20% with a new inventory procedure, preventing \$400K in potential monthly lost sales.
5. Generated \$3M in additional sales in Q4 through a targeted flow plan for seasonally relevant categories.
6. Reduced weeks-of-supply from 15 to 9 weeks post-holiday by optimizing inventory strategies.
7. Increased Baby Gear revenue from \$90M to \$115M while consistently meeting 96% in-stock goals for top-selling items.

EDUCATION

Bachelor of Science in Business Administration

📅 Jan / 2012-Jan / 2015

University of Michigan

📍 Toronto, ON

Focused on Retail Management and Marketing strategies.

SKILLS

Inventory Management

Time Management

Cross-Functional Teamwork

Customer Insights

ACHIEVEMENTS

- ★ Implemented a new inventory strategy that increased turnover by 15% within one year.
- ★ Achieved a 25% reduction in excess inventory through effective markdown optimization.
- ★ Increased sales by \$2M in Q4 by executing a targeted promotional campaign based on data insights.