
JESSICA SAMSON

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MERCHANDISING SPECIALIST & TOP-PERFORMING RETAIL MANAGER

Create engaging, visually appealing displays aligned with corporate objectives, seasonal demands, and local target market preferences. Keen eye for design; achieved aesthetic standards for leading high-fashion, trend-right brands. Outgoing personality with the ability to build a cohesive team. Detail-oriented and hard-working.

Assemble, train, and manage high-performance teams who generate multimillion-dollar annual revenues and sincere client relationships. Equally analytical and creative; proven to identify opportunities for improvement, develop actionable strategies, and coach teams to optimize outcomes.

Merchandising skills include:

Trend Awareness
Merchandise Management
Brand Reinforcement / Loyalty
Floor / Window Design & Execution

Retail management skills include:

P&L Management
Mentorship / Coaching
Compliance / Loss Prevention
Performance Analysis & Reporting



PROFESSIONAL EXPERIENCE

MONICA'S SECRET, Manhattan & Long Island, New York

Store Manager (2007-Present); **Co-Manager** (2006-2007);

Client Sales Lead (2004); **Sales Associate** (2002-2005)

Fast-track promoted to hold full P&L responsibility for a \$2.2 million store with 30 team members including 5 management-level staff. Ensure merchandise is replenished in a timely manner, maintain strict visual standards, and execute floor sets in an efficient manner. Establish and disseminate strategies to drive achievement of sales, payroll, recruitment, and retention metrics. Analyze business results and identify opportunities to elevate performance, enhance customer experiences, and comply with Limitedbrands best practices. Conduct performance reviews, provide constructive and clear feedback to individuals and groups, and encourage continuous improvement through an open-door policy. Achieve loss prevention targets by promoting increased awareness, active floor coverage, and compliance with company policies and guidelines.

Key Contributions:

- **Executed floor moves, window changes, signage placement, and visual merchandising standards** in a timely manner, utilizing keen eye for design to create engaging displays in beauty and apparel zones.
- **Drive achievement of revenue objectives, core staffing goals, and payroll targets**, working diligently to proactively recognize and capitalize on opportunities for performance improvement.
- **Serve as Talent Manager overseeing all recruitment efforts** including reviewing applicants, performing interviews, extending offers, and directing all on-boarding initiatives.
- **Motivate associates and managers to exceed desired outcomes**, stressing the importance of facilitating intimate customer experiences, cultivating loyal relationships, and generating repeat business.
- **Develop and implement incentive programs** to recognize and reward actions deemed above and beyond, and provide for an outlet to share successes and model desired behavior.
- **Consistently achieved 27% conversion goal by assessing clients' needs**, executing sales strategies, building sincere relationships, and ensuring high visual standards.

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