

# AR

# Allison Rosenberg

Merchandiser

## CONTACT



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LinkedIn | Portfolio



Philadelphia, PA

## EDUCATION

Associate of Applied Science (A.A.S), Fashion Merchandising and Marketing | Temple University, Philadelphia, PA | June 2019

## KEY SKILLS

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

## ABOUT ME

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.

## 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