



Bruce Watson

RETAIL MERCHANDISER

Detail-oriented retail merchandiser with 4 years of experience executing floor plans, planograms, and in-store promotions for national chains. Skilled at analyzing sales data to optimize product placement.

CONTACT

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 LinkedIn | Portfolio

 City, ST 12345

PROFESSIONAL EXPERIENCE

Senior Merchandiser | TrendStop Retailers, Austin, TX | March 2020 – Present

- Designed and implemented planograms across 40 stores, improving shelf productivity by 15%
- Conducted bi-weekly sales analysis to adjust displays, leading to a 9% increase in impulse purchases
- Coordinated with buyers to launch 6 major promotional events, driving an average 20% lift in category sales
- Trained 12 junior merchandisers on planogram compliance, reducing execution errors by 30%

Merchandising Coordinator | ShopRight, Austin, TX | July 2017 – February 2020

- Assisted in roll-out of seasonal resets for 25 locations, ensuring 100% on-time completion
- Managed inventory of promotional materials, reducing stockouts by 25%
- Generated weekly performance reports for regional management, informing buying decisions
- Piloted a mobile merchandising app that cut data-entry time by 40%

EDUCATION

B.B.A. in Marketing

University of Texas, Austin, TX | May 2017