

Jennifer Davis

Merchandiser

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Merchandising team lead with 14 years across CPG, beverage, and HBA categories. Run a 9-person crew covering 142 stores in the Carolinas and southern Virginia. Strong at hiring, training, route balancing, and client reviews with national brand teams.

Professional Experience

District Merchandising Supervisor, Sentinel Field Marketing, Charlotte, NC
2019 – Present

- Lead a team of 9 merchandisers covering 142 stores across NC, SC, and southern VA on weekly and biweekly service cycles.
- Cut team turnover from roughly 38% to 14% in 2 years by rebuilding onboarding and pairing new hires with route mentors.
- Run quarterly business reviews with 3 national CPG clients, walking through audit scores, photo packages, and reset performance.
- Manage route balancing in Movista, redrawing territories after every client win or loss to keep drive time under 90 minutes per day.
- Approve weekly payroll and mileage for the team, holding overtime under 4% of total hours.

Senior Merchandiser, Piedmont Retail Partners, Greensboro, NC
2015 – 2019

- Covered a 19-store key account route across Triad-area Harris Teeter and Lowes Foods locations.
- Led 6 large category resets, including a 24-foot wine reset rolled out to 41 stores in a 3-week window.
- Trained 11 new merchandisers as part of the regional onboarding pod between 2017 and 2019.
- Held a 99% audit pass rate across 2018 with no missed service days.
- Acted as a backup district lead during 2 supervisor transitions, covering scheduling and store escalations.

Retail Merchandiser, Catawba Merchandising Co., Hickory, NC
2012 – 2015

- Serviced beverage and grocery accounts across Food Lion, Walmart, and Family Dollar locations on a 16-store weekly route.
- Built seasonal floor displays and end-caps for 4 major CPG clients each year.
- Logged inventory and shelf condition through paper call reports before the agency moved to mobile reporting.
- Helped pilot the company's first iPad-based audit tool with the operations director.

Merchandiser, Brookside Beverage Distribution, Asheville, NC
2010 – 2012

- Stocked and rotated beverage product across 22 grocery and convenience accounts on a 3-day route.
- Built cold-box displays and managed back-stock for spring and summer promotions.
- Kept truck inventory accurate within \$75 on 95% of weekly reconciliations.

Education

Key Skills

- Field team leadership
- Route balancing in Movista
- CPG client management
- Payroll and mileage approval
- Talent retention
- Hiring, onboarding, and training
- Quarterly business reviews
- Audit scoring and corrective action
- Reset planning and execution
- DOT and MVR compliance