

# Gertie Garbini

Merchandiser

## Profile

Detail-oriented Merchandiser with 1 year of experience in maximizing product visibility, optimizing in-store displays, and providing exceptional customer service. Proficient in inventory management, data analysis, and trend forecasting, ensuring optimal stock levels and timely replenishment. Dedicated to enhancing sales performance by implementing innovative merchandising strategies and collaborating effectively with cross-functional teams. Seeking to leverage skills and experience to contribute to a dynamic retail environment.

## Employment History

### Merchandiser at Coca-Cola Consolidated, IN

Mar 2023 - Present

- Successfully increased in-store product visibility by 25% through strategic placement and innovative display designs, resulting in a 10% increase in sales for Coca-Cola Consolidated products in the region.
- Developed and implemented a streamlined restocking system that reduced out-of-stock occurrences by 40%, ensuring consistent product availability and customer satisfaction.
- Collaborated with store managers to secure prime shelf space for Coca-Cola Consolidated products, leading to a 15% increase in market share within the territory.
- Conducted comprehensive market research and competitor analysis, leading to the successful launch of two new products that generated over \$1 million in revenue within the first six months of release.

### Assistant Merchandiser at Mondelez International, IN

Sep 2022 - Feb 2023

- Successfully increased sales by 12% in the first quarter of 2019 by implementing innovative merchandising strategies and collaborating with the marketing team to create targeted promotions for Mondelez products.
- Streamlined inventory management processes, resulting in a 15% reduction in stock discrepancies and a 20% improvement in replenishment efficiency across all retail outlets within the assigned territory.
- Played a key role in the successful launch of two new product lines in 2018, contributing to a 10% increase in overall revenue for the company in that fiscal year.
- Developed and maintained strong relationships with store managers and staff, leading to a 25% increase in the number of prime shelf placements for Mondelez products in high-traffic retail locations.

## Certificates

✉ [gertie.garbini@gmail.com](mailto:gertie.garbini@gmail.com)

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## Education

### Associate of Applied Science in Merchandising at Ivy Tech Community College, Indianapolis, IN

Sep 2018 - May 2022

Relevant Coursework: Retail Management, Visual Merchandising, Fashion Buying, Marketing Principles, Inventory Control, Textiles, Product Development, and Consumer Behavior.

## Links

[linkedin.com/in/gertiegarbini](https://www.linkedin.com/in/gertiegarbini)

## Skills

Inventory management

Visual merchandising

Trend forecasting

Product pricing

Supplier negotiation

Space planning

Promotional strategy

## Languages

English

Portuguese