

Adia Trull

Merchandising Coordinator

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EDUCATION

Bachelor of Science in Merchandising and Retail Management at Florida State University, Tallahassee, FL
Sep 2017 - May 2022
Relevant Coursework: Retail Analytics, Merchandise Planning, Consumer Behavior, Retail Operations, Visual Merchandising, E-commerce, Supply Chain Management, Marketing, and Financial Accounting.

LINKS

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

SKILLS

Inventory management
Visual merchandising
Trend analysis
Product assortment
Pricing strategy
Promotional planning
Vendor negotiation

LANGUAGES

English
French

HOBBIES

Scrapbooking
Gardening

PROFILE

Results-driven Merchandising Coordinator with 1 year of experience in retail environments. Adept at product placement, inventory management, and visual merchandising. Proven ability to coordinate seamless communication between various departments, analyze sales data, and implement effective merchandising strategies to drive sales and customer satisfaction. Eager to contribute to the success of a dynamic organization.

EMPLOYMENT HISTORY

- Merchandising Coordinator at Chico's FAS Inc., FL**
Feb 2023 - Present
 - Successfully implemented a new merchandising plan for Chico's FAS, resulting in a 12% increase in overall sales and a 15% improvement in inventory turnover within the first year.
 - Coordinated a company-wide product launch that generated a 25% increase in sales for the featured collection, exceeding initial targets by 10%.
 - Streamlined the merchandise allocation process, leading to a 20% reduction in stock discrepancies and a 30% improvement in store-level replenishment efficiency.
 - Developed and executed a targeted marketing campaign that increased customer engagement by 35% and drove a 20% lift in sales for the promoted product categories.
- Assistant Merchandising Coordinator at Perry Ellis International, FL**
Jul 2022 - Jan 2023
 - Successfully managed a product inventory of over 10,000 items, resulting in a 15% increase in sales and a 5% decrease in stock discrepancies for Perry Ellis International, FL.
 - Implemented a new visual merchandising strategy across 50 retail stores, leading to a 25% improvement in customer engagement and a 10% boost in overall store sales.
 - Coordinated with cross-functional teams to execute seasonal merchandise plans that contributed to a 20% growth in revenue during peak seasons, surpassing company targets by 8%.

CERTIFICATES

Certified Professional in Supply Management (CPSM)
Mar 2022

Certified Retail Analyst (CRA)
Jan 2021

MEMBERSHIPS

National Retail Federation (NRF)
American Marketing Association (AMA)