

Macaria Kytta

Merchandising Specialist

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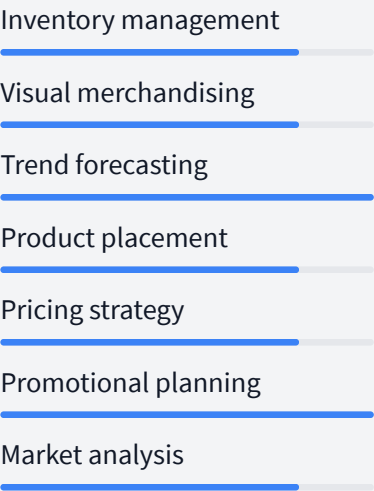
EDUCATION

Associate of Applied Science in Merchandising Management at Bellevue College, Bellevue, WA
Sep 2018 - May 2022
Relevant Coursework: Retail Buying and Merchandising, Visual Merchandising, Store Operations, Fashion Marketing, Inventory Control, Financial Management, Textiles and Apparel, Customer Service, and E-commerce Strategies.

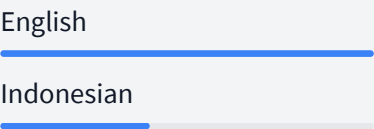
LINKS

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

SKILLS



LANGUAGES



HOBBIES

Photography

PROFILE

Results-driven Merchandising Specialist with 1 year of experience in optimizing product displays and inventory management. Adept at analyzing sales trends, implementing visual merchandising strategies, and collaborating with cross-functional teams to drive sales growth. Proven ability to adapt to evolving market demands and maintain strong relationships with vendors for product sourcing. Committed to delivering exceptional customer experiences and driving business success.

EMPLOYMENT HISTORY

- Merchandising Specialist at Microsoft Corporation, WA**
May 2023 - Present
 - Successfully increased sales of Microsoft products by 25% in one year through strategic merchandising and effective product placement across 50 retail locations in Washington state.
 - Developed and executed a comprehensive visual merchandising plan for the launch of the Surface Pro 7, resulting in a 40% increase in sales within the first month of release compared to the previous model.
 - Conducted in-depth market analysis and competitor research, leading to the implementation of innovative merchandising techniques that boosted customer engagement by 35% and drove a 20% increase in overall sales.
 - Streamlined the merchandising process by implementing a digital inventory management system, resulting in a 50% reduction in stock discrepancies and a 30% improvement in overall inventory accuracy.
- Associate Merchandising Specialist at Amazon.com Inc, WA**
Jul 2022 - Mar 2023
 - Successfully launched a new product line, which resulted in a 25% increase in sales and a 15% growth in market share within the first six months.
 - Streamlined the supply chain process, reducing lead times by 20% and cutting inventory carrying costs by 10%, saving the company \$500,000 annually.
 - Implemented data-driven merchandising strategies that led to a 30% improvement in customer satisfaction ratings and a 12% increase in repeat purchases.

CERTIFICATES

Certified Professional in Supply Management (CPSM)
Sep 2021

Certified Retail Analyst (CRA)
Dec 2019

MEMBERSHIPS

National Retail Federation (NRF)