

# Kalyn Southward

Retail Sales  
Merchandiser

---

## Details

[kalyn.southward@gmail.com](mailto:kalyn.southward@gmail.com)

(102) 505-8264

123 Oak Street, Little Rock, AR 72201

---

## Profile

Detail-oriented Retail Sales Merchandiser with 1 year of experience in driving sales and maximizing profitability through effective product placement and presentation. Proficient in inventory management, trend analysis, and customer engagement. Demonstrated success in building strong relationships with store management and team members, ensuring timely execution of merchandising plans, and contributing to a positive shopping experience for customers. Seeking opportunities to leverage skills and expertise to drive sales growth in a dynamic retail environment.

---

## Employment History

---

### Retail Sales Merchandiser at Crossmark, AR

May 2023 - Present

- Achieved a 25% increase in sales for a major client by implementing strategic merchandising tactics and creating visually appealing displays, resulting in higher customer engagement.
- Surpassed quarterly sales targets by 15% consistently for three consecutive quarters through effective product promotion, in-depth product knowledge, and excellent customer service skills.
- Successfully managed the inventory of over 50 retail stores, reducing stock discrepancies by 30% and ensuring 95% in-stock availability of key products through regular audits and efficient communication with store managers.
- Trained and mentored 10 new Retail Sales Merchandisers, improving overall team performance by 20% and contributing to a 10% reduction in employee turnover within the company.

### Assistant Retail Sales Merchandiser at Advantage Solutions, AR

Sep 2022 - Apr 2023

- Increased sales revenue by 25% within a six-month period by implementing effective merchandising strategies, resulting in a significant boost in store performance and customer satisfaction.
- Successfully managed and optimized the product inventory for over 300 SKUs, leading to a 15% reduction in excess stock and a 10% increase in overall product availability for customers.
- Streamlined the visual merchandising process, reducing setup time by 30% and enabling the store to quickly adapt to new promotions and seasonal changes, driving a 20% increase in foot traffic.

---

## Education

---

### Associate of Applied Science in Retail Merchandising at University of Arkansas at Little Rock, AR

Aug 2017 - May 2022