Category Merchandiser

Rebecca Lee

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📍 United States, Chicago, IL

Professional summary

Strategic Category Merchandiser with experience in optimizing product assortments and driving growth through data-driven decisions. Skilled in vendor relations, pricing strategies, and category analysis to ensure a competitive edge in the marketplace.

Experience

Category Merchandiser

March 2019 - Now

Walgreens / Chicago, IL

- Manage product assortment for the health and beauty category, ensuring alignment with consumer preferences and seasonal trends.
- Analyze data to adjust inventory levels and pricing strategies for optimal sales performance.
- Negotiate with suppliers and vendors to secure competitive pricing and ensure product availability.
- Collaborate with marketing teams to develop and execute promotional strategies for key products.

Assistant Category Merchandiser

June 2016 - February 2019

CVS Pharmacy / Chicago, IL

- Assisted in managing product categories, including inventory control, sales analysis, and pricing strategy execution.
- Worked closely with suppliers to track product performance and streamline ordering processes.
- Supported the implementation of promotional strategies and analyzed post-promotion sales data to assess effectiveness.
- Helped coordinate the rollout of new products, including marketing collateral and in-store displays.

Education

Bachelor of Science in Business Administration

University of Chicago

United States, Graduated: May 2016

Certified Category Manager (CCM)

Institute of Business Management

Certification Date: July 2020

Professional Development

- **Retail Pricing and Analytics Certification,** Retail Training Academy – Completed: March 2022
- **Advanced Category Management Strategies,** Institute of Business Management – Completed: November 2021

Skills

Category management	◆ ◆ ◆ ◆ ◆
Vendor and supplier negotiation	◆ ◆ ◆ ◆ ◆
Pricing and promotional strategies	◆ ◆ ◆ ◆ ◆
Sales and data analysis	◆ ◆ ◆ ◆ ◆
Strong communication skills	◆ ◆ ◆ ◆ ◆

Hobbies

- ◆ Fashion and Retail Trends
- ◆ Data Analytics