

# MICHAEL CARTER

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## Merchandising Retail Assistant Manager

Los Angeles, CA

### PROFESSIONAL SUMMARY

Creative and strategic retail assistant manager with experience in merchandising and product presentation. Skilled in inventory management, visual displays, and driving product sales through innovative merchandising techniques. Strong understanding of market trends and customer preferences.

### EDUCATION

#### Bachelor of Arts in Fashion Merchandising

Los Angeles Trade-Technical College, CA

Graduated: May 2018

### SKILLS

- Visual merchandising strategies Expert
- Trend analysis & forecasting Expert
- Inventory control Expert
- Creativity & innovation Expert
- Attention to aesthetic detail Expert
- Team collaboration Expert

### AWARDS

- Awarded "Best Visual Display" at H&M Los Angeles in 2022 for an innovative spring collection display.
- Received "Employee of the Month" for outstanding merchandising work and driving sales at Zara in 2019.

### EXPERIENCE

2022 - Now

#### Merchandising Retail Assistant Manager H&M / Los Angeles, CA

- Design and implement visually appealing store layouts that increase customer engagement and boost sales by 18%.
- Analyze sales data to adjust product placement, resulting in a 12% increase in conversion rates.
- Work closely with vendors to ensure timely product deliveries and efficient stock management.
- Train staff on the latest trends in visual merchandising, ensuring all displays are aligned with brand standards.
- Manage seasonal product rotations, ensuring high-demand items are prominently displayed to drive sales.
- Collaborate with store management to develop promotional strategies, leading to a 10% increase in revenue during key sales events.

2018 - 2021

#### Visual Merchandising Associate Zara / Los Angeles, CA

- Assisted in creating visually appealing product displays that attracted customer attention and maximized sales.
- Participated in inventory audits and coordinated stock replenishment to ensure accurate product availability.
- Worked with the team to execute storewide visual changes for seasonal events, increasing customer traffic by 20%.
- Provided customer service support, ensuring that clients received personal attention and guidance.

### PROFESSIONAL DEVELOPMENT

- Completed "Advanced Visual Merchandising" course at the Fashion Institute of Design & Merchandising (FIDM), Los Angeles, CA.
- Attended "Trends in Retail" annual conference, New York, NY (2021).