
BRAND ANALYST RESUME

Job Objective:

To secure a Brand Analyst position in a well established organization with a stable environment.

Highlights of Qualifications:

- A great deal of experience in the area of buying, planning and retail account management
 - Outstanding analytical skills and an understanding of marketing research techniques
 - Proficient in working independently, detail oriented and organized
 - Expertise in time management and task prioritizing
 - Extensive knowledge of Microsoft Office Suite including Word, Excel
 - Strong communicator, collaborator and team player
 - Excellent oral and written communication skills
 - Excellent ability to manage multiple tasks simultaneously
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Professional Experience:

Brand Analyst, August 2005 – Present
Dillard's, Colorado Springs, CO

- Reviewed and analyzed performance on a brand and item basis by door.
 - Identified, communicated and derived sales and margin of key programs and items.
 - Analyzed buy meeting results and assisted product and merchandising teams to recommend call-outs.
 - Planned, analyzed and projected Private Brand sales and margin on seasonal basis.
 - Accountable for preparing and analyzing weekly selling reports and monitored merchandise performance.
 - Analyzed and monitored EDI projections and adjusted accordingly to maximize sales.
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Education:

Bachelor's Degree in Business Administration, University of California, Berkeley, CA

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