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## Online Merchandiser Resume

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### Job Objective

Seeking work as Online Merchandiser with growing business where I can put my training and experience to good use.

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### Highlights of Qualifications:

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- Vast experience in online retail product merchandising
  - Expertise in Site Usability and consumer buying behaviors
  - Profound knowledge of marketing fundamentals, content creation and integration, E-Commerce, marketing promotion and campaign development
  - Strong understanding of brand building and value
  - Excellent time-management and organizational skills
  - Proficiency with desktop applications and Windows-based programs
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### Professional Experience:

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Online Merchandiser  
Lifetime Brands Inc, New Brunswick, NJ  
August 2005 – Present

- Ensured that day-to-day operations translated to quality content.
- Coordinated with Maintained Product catalog including rich content and images.
- in-house and contract programmers to continuously enhance and develop the web site.
- Promoted the brands through partnerships and digital marketing activities.

Online Merchandiser  
Sears Holdings Corporation, New Brunswick, NJ  
May 2000 – July 2005

- Monitored performance of category on a daily and hourly basis.
  - Ensured that sales and margin are in line with expectations.
  - Maintained timeliness in the visual merchandising and marketing processes.
  - Ensured that all merchandising, marketing and promotion deadlines are met.
  - Developed solid relationships with the Online support staff.
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### Education:

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Bachelor's Degree in Marketing  
Castleton State College, Castleton, VT

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