JULIAN MERCER

FLORAL DESIGNER

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PROFESSIONAL SUMMARY

Floral Designer with 6+ years creating everyday arrangements, sympathy work, and event florals for grocery floral departments. Combines strong color sense and mechanics with disciplined cooler management to keep shrink low and orders on time. Comfortable running a busy holiday week and training new team members.

PROFESSIONAL EXPERIENCE

Lead Floral Designer Mar 2022 - Present
Whole Foods Market, Portland, OR

- Design 40 to 60 arrangements a day, including custom orders for weddings and memorials, with every order ready at the promised pickup time.
- Cut floral shrink from 11 percent to 7 percent by rotating stock daily, reconditioning stems, and reworking the cooler layout by flower family.
- Planned and produced 600+ Valentine's Day and Mother's Day orders over two holiday weeks with a team of five, using a pre-built recipe card for each product.
- Quoted and designed centerpieces and bouquets for eight weddings a season, working within client budgets of $500 to $2,500.
- Trained six new designers on hand-tied bouquets, wiring, and flower care, shortening the time to unsupervised work to three weeks.
- Negotiated weekly orders with two wholesale growers, shifting 20 percent of purchases to local farms during peak season.
- Maintain a style guide of 35 recipe cards with stem counts and costs, so every designer builds to the same look and margin.

Floral Designer Apr 2019 - Feb 2022
Safeway, Beaverton, OR

- Produced bouquets, vase arrangements, and corsages to planogram specifications in a department that served about 1,000 customers a week.
- Handled phone and in-store custom orders, writing each order ticket with delivery details and card messages to avoid errors.
- Raised average floral order value by about 12 percent by suggesting vases, greens, and add-on candles at the counter.
- Prepared sympathy pieces, including casket sprays and standing wreaths, for funeral homes on 24-hour notice.
- Maintained sanitation logs and bucket cleaning schedules, and passed every district food and floral department audit.
- Built a weekly seasonal display for the entrance and checkout, which lifted impulse bouquet sales by about 15 percent.
- Trained two new floral clerks on stem care, bucket rotation, and the order ticket system during their first month.

Floral Assistant Jun 2018 - Mar 2019
Fred Meyer, Portland, OR

- Processed incoming flower deliveries, hydrated and graded stems, and kept the cooler organized for faster design work.
- Assembled basic arrangements and delivery orders under a senior designer, moving to independent work within four months.
- Wrote order tickets and card messages for walk-in customers and double-checked delivery details before each order left the shop.
- Filled 15 to 20 phone and in-store orders a day and gathered customer feedback on arrangement condition after pickup.

CORE SKILLS

Hand-tied bouquets | Wedding and event florals | Sympathy and funeral work | Floral mechanics and wiring | Color theory | Flower and foliage identification | Cooler and inventory management | Wholesale ordering | Shrink control | Customer consultation | Order and ticket systems | Holiday production planning | Floral foam-free design

EDUCATION

Basic Floral Design Certificate, Floral Design Institute, Portland, OR

CERTIFICATIONS

Floral Design Institute Certified Floral Designer | Food Handler Card, Oregon