JULIAN MERCER

MERCHANDISER

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PROFESSIONAL SUMMARY

Merchandiser with 7+ years planning assortments and presenting product across department store and specialty retail. Uses sales data and local insight to put the right product in the right place, and keeps stores selling with clear, consistent displays.

PROFESSIONAL EXPERIENCE

Merchandiser Mar 2023 - Present
Nordstrom, Seattle, WA

- Plan assortments for the women's shoes department across 20 stores, setting depth by store cluster and sales history.
- Raised category sell-through by seven points by shifting slow sellers to markdown earlier and reallocating stock.
- Presented a monthly performance review to the divisional manager covering trends, risks, and next steps, which shaped the seasonal markdown plan.
- Created planograms and display guides for seasonal floorsets and checked compliance through monthly store photos.
- Review weekly sales and stock reports with buyers and agree on reorder and transfer decisions.
- Train store teams on visual standards, with display compliance reaching 92% in audits.

Assistant Merchandiser Feb 2021 - Feb 2023
Macy's, New York, NY

- Allocated initial and replenishment quantities for 15,000 units a season, using size and region sales curves.
- Built a weekly best seller and slow seller report that helped buyers spot trends two weeks earlier.
- Coordinated visual setups for window and floor displays, delivering each set on schedule across 12 stores.
- Monitored pricing and promotion accuracy and corrected 150 sign and price mismatches.
- Worked with vendors on delivery dates and resolved late shipments before they affected floorsets.

Visual Merchandising Associate Jun 2019 - Jan 2021
Gap Inc., San Francisco, CA

- Set mannequins and table displays following the monthly guide, helping the store improve conversion on featured items.
- Reorganised fixture layouts for fit and flow, which raised average items per transaction by about 5%.
- Trained seasonal associates on display standards in short on-floor sessions, which helped the store hold compliance through the holiday peak.
- Audited five nearby stores each month against the visual guide and shared photo feedback with managers, who corrected most issues within the week.
- Maintained signage and reset floors for promotional events with minimal disruption to customers.

CORE SKILLS

Assortment planning | Visual merchandising | Planograms | Allocation | Sell-through analysis | Markdown planning | Floorset execution | Inventory management | Vendor coordination | Retail analytics | Store compliance | Trend analysis | Excel | JDA/Blue Yonder | Adobe Illustrator

EDUCATION

B.A. in Fashion Merchandising, Fashion Institute of Technology, New York, NY

CERTIFICATIONS

Microsoft Office Specialist: Excel | Google Analytics Certification | NRF Foundation RISE Up Certification