JULIAN MERCER

SALES ASSOCIATE

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PROFESSIONAL SUMMARY

Sales Associate with 5+ years in department store and specialty apparel retail. Builds repeat clientele through personal styling and follow-up, converts fitting-room traffic into add-on sales, and keeps the floor, stockroom, and register accurate during peak weeks.

PROFESSIONAL EXPERIENCE

Sales Associate, Women's Contemporary Feb 2024 - Present
Nordstrom, San Francisco, CA

- Sell about $9,000 a week on the floor, ranking in the top three of 28 associates in the department for the last four quarters.
- Grew a personal clientele book to 140 customers by sending style notes and new-arrival photos after each purchase, which drives roughly a third of weekly sales.
- Lifted units per transaction from 1.8 to 2.4 by pulling complete outfits to the fitting room before customers asked.
- Opened 35 Nordstrom credit card accounts in the 2025 Anniversary Sale by explaining rewards at the moment of purchase rather than at checkout.
- Processed alterations and ship-to-home orders with a clean handoff to the tailor shop, so pickup dates were met on nearly every order.
- Trained six seasonal hires on the point-of-sale system, returns policy, and fitting-room etiquette.
- Hosted two private shopping evenings for top clients, which together produced about $14,000 in sales over a single weekend.

Sales Associate Aug 2022 - Jan 2024
Lululemon, San Francisco, CA

- Guided guests through fabric and fit choices through busy weekend rushes, helping the store beat its weekly sales plan in 9 of 12 weekends in a quarter.
- Built the habit of asking about activity before suggesting product, which raised attachment of accessories to apparel purchases to 31%.
- Led the Saturday replenishment of the sales floor, restocking by size run so the wall was full before noon.
- Led two community yoga events with the store team, bringing in about 40 new email sign-ups per event.
- Tracked daily conversion and average transaction value on the store scoreboard and shared what worked at the Monday team huddle.

Seasonal Sales Associate Oct 2021 - Jul 2022
Macy's, Daly City, CA

- Handled up to 180 transactions a day at Serramonte during the holiday period with a till variance under $5 across the season.
- Recovered shrink-prone displays by recounting high-theft fragrance and accessory fixtures at open and close.
- Earned conversion to a part-time role after the holiday season by posting the highest customer satisfaction scores among seasonal hires.

CORE SKILLS

Personal styling | Clienteling | Upselling and add-on sales | Credit card and loyalty sign-ups | POS operation | Fitting room management | Visual merchandising | Inventory replenishment | Returns and exchanges | Loss prevention awareness | Customer service recovery | Clienteling apps

EDUCATION

Associate of Arts in Fashion Merchandising, City College of San Francisco, San Francisco, CA

CERTIFICATIONS

CPR and First Aid, American Red Cross | Retail Industry Fundamentals, National Retail Federation