

Wei Ting Chen

Remarkable garment merchandiser spearheaded 30 stores' seasonal garment selection and drove 20% growth in sales every year.

A garment merchandiser having three years of experience at H&M plus five years of experience at Pull&Bear. Worked closely with the purchasing department and spearheaded the implementation for both the online and offline garment display. Reliable fashion taste and aesthetic aligning the seasonal fashion trends led to an annual increase in customer satisfaction.

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WORK EXPERIENCE

Garment Merchandiser • Pull&Bear

Sep. 2017 - Present

- Provided executive director monthly reports on sales performance.
- Optimized quarterly sales strategies.
- Selected seasonal garments.

Garment Merchandiser • H&M

Dec. 2014 - Aug. 2017

- Designed the planograms for ten retail stores.
- Redesigned customer flow lines of three retail stores.
- Optimized the point-of-sale system

EDUCATION

Year of Graduation: 2013

University of California Berkeley | B.S. Economics

- GPA: 3.4/4.3
- Student representative for the sophomore economics program

SKILLS

Hard Skills

- Maintain 5S standards
- Design customer-oriented planograms
- Proficiency in customer psychology
- Effective SOP for managing stock levels

Soft Skills

- Reliable prioritization ability
- Strong leadership skills
- Outstanding systemic thinking ability
- Splendid communication skill
- Phenomenal fashion trend sensitivity