

Erin Platvoet

erin.didomenico520@gmail.com • 925.550.2018 • [LinkedIn Profile](#) • [GitHub Profile](#)

PROFESSIONAL SUMMARY & HIGHLIGHTS

Visual Merchandising Manager with 13+ years experience in training and developing sales and merchandising teams, as well as a background in education, accruing 300+ hours of classroom experience in high school and 150+ hours throughout college

- **AMERICAN EAGLE OUTFITTERS** – Increased sales in 2018 by 8%, while bringing shrink levels down from “high shrink” store to “target shrink”
- **PACIFIC SUNWEAR** – Remerchandising sales floor on daily basis, resulting store in surpassing goals by 70% during the liquidation process and becoming a “guide” for other stores going through process

SKILLS:

- Technical Skills: Microsoft Office, HTML, CSS, JavaScript, jQuery, MySQL, API Interaction
- Results oriented, Strategic thinker
- Ability to handle multiple tasks, work in fast-paced and deadline-oriented environment
- Understands the multiple learning styles and able to analyze to create best training plan for each individual
- Ability to lead a team, delegate and follow-up to ensure results that meet or exceed expectation

PROFESSIONAL EXPERIENCE

2014 – 2020

AMERICAN EAGLE OUTFITTERS – Burlington, MA; Nashua, NH; Edison, NJ

Merchandise Team Leader

- Managing all visual directives, ensuring mapping and floorset are properly planned, scheduled, and executed seamlessly within allotted timeframe.
- Generating and analyzing merchandise and sales reports to be proactive in making necessary moves to maximize presentation and drive sales results
- Building effective relationships with associates, peers, and supervisor to develop a high performing team and customer-centric culture
- Consistently assessing and providing ongoing performance feedback through real-time coaching, scheduled touchbases, individual development planning and the performance review process
- Assisted several stores in region with their remodel process, and frequently sent to stores throughout the district and region to ensure they were visually prepared for corporate visits

2011 – 2013

Pacific Sunwear – Livingston, NJ

Assistant Store Manager

- Trained staff in selling methods, product knowledge and merchandising to ensure the store met and exceeded the expectations on customer service, visual and back of house standards
- Further developed merchandising skills by studying corporate guide and analyzing store’s trends and inventory to make proper adjustments to optimize sales

EDUCATION:

RUTGERS UNIVERSITY, South Orange, NJ

Full Stack Development, Coding Bootcamp

SETON HALL UNIVERSITY, South Orange, NJ

Bachelor of Science in Secondary Education and History