**JOHN HLOOM**

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High energy, loyal, and charismatic retail/fashion industry professional – offering a record of productivity in product merchandising and retail management for globally renowned Fortune 500 corporations. Excellence in maintaining a robust global network of retail and wholesale clients.Possesses exemplary leadership, management, motivational, and organizational abilities. Maintains data integrity, ensuring accurate tracking and updating coupled with an impeccable work ethic and highly effective communication skills. Consistently meets/exceeds established goals.

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| * Merchandise Strategy * Display Builds * Staff Leadership | * Customer Service * Store Resets * Product Display | * Pricing & Evaluation * Team Collaboration |

# EXPERIENCE

***Northeast Regional Retail Merchandiser, Salon & Designer Shoes (2010-2015)***

**DEPARTMENT STORE** 2005-2015

Facilitated the corporate vision by securing seasonal and new designer retail displays – creating customer’s first impressions supported by use of unique and novel concepts in retail display.Developed planograms for all clothing articles and any product line changes. Monitored business trends to generate strategic business planning. Analyzed business needs and cultivated service and selling leadership to elevate merchandising opportunities. Partnered cross-functionally with Buying Teams, Store Managers, and Department Managers to create fashionable, fun, and creative promotional strategies to reflect universal trends and concepts.

* **Team Leadership:** Structured a cross-selling team to engage shoe, RTW, and handbags which resulted in a 5%-10% Increase in Designer pieces in each store.
* **Merchandise Presentation:** Proactively met and delivered high quality product performance results based on strategic goals and budget expectations.

***Retail Product Merchandiser***

**DEPARTMENT STORE** 2005-2010

Managed the Active Category throughout the United States and Canada through effective line planning, coaching, training, and pricing.Exemplified the brand – instilling a sense of vision, mission, core values and culture in all sales staff.Developed programs to attract new customers. Interpreted current and future fashion opportunities and increase sales by educating staff on visual elements within the store and upholding and producing original concepts and preserving high standards of presentation.

* **Staff Structure:** Established an efficient and effective team by assisting in the hiring and review process, utilizing feedback and development plans to ensure the team met the needs of each functional area.

***Retail Merchandising Team Member***

**RETAIL STORE** 2000-2005

Performed in a combined auditing and visual merchandising function for this private retail establishment service large scale brand stores such as Walmart, Family Dollar, Dollar General, and Lowes.Reported to the District Manager. Remerchandised and reset stores to provide creative wall, shelf, and floor displays to reflect universal trends and concepts.