# 市场营销毕业生英文版简历

来源：网络 作者：海棠云影 更新时间：2024-01-09

*Date of Birth: 19th July 1986　　Hobbies: Reading, Paining　　Location:　　Contact Number:　　Email Id: jianli.yjbys.com　　Career...*

Date of Birth: 19th July 1986

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　　Career Objective

　　To obtain the position of a junior merchandiser in a leading retail agency and get an opportunity to learn the practical applications of the merchandising principles. To get a chance to participate in product development process from conceptualizing to promotion stages.

　　Key Skills

　　Expert knowledge in marketing principles, sales strategy-making, market research methods and brand development theory

　　Strong sense of fashion aesthetics and designing techniques that help to present the merchandise in captivating manner

　　Excellent market research, forecasting and decision making abilities that help to make accurate preparations for benefiting from future trends

　　Ability to establish friendly relations with customers and associates by maintaining courteous and helpful conduct at all times

　　Familiar with the several marketing, promotional and brand development avenues that can be used for improving sales

　　Work Experience

　　Position: Junior Merchandiser

　　Company: Galaxy Marketers and Promoters Inc, San Diego

　　Tenure: May 20\_ - Till date

　　Responsibilities:

　　Work under the supervision of the head merchandiser and perform different promotional activities as per the marketing plan

　　Take an overview of the goods received from the vendor and choose the ones that are sure to catch attention of customers as display articles

　　Prepare the product promotional strategy with the marketers and make necessary arrangements to implement them

　　Announce schemes, discounts and free gifts, gift vouchers, etc., as a method for promoting sales of the retail outlet

　　Plan special promotional ideas for celebrating special occasions like festivals and days as per the theme

　　Position: Asst Merchandiser

　　Company: Panache Retail Marketers Inc, San Diego

　　Tenure: January 20\_ - April 20\_

　　Responsibilities:

　　Responsible to set up the window display and shelf display at the retail outlet as per the instructions given by the seniors

　　Communicated the response of the customers towards the goods to the manufacturers. Asked them to make changes, if required to improve the demand

　　Communicated with the vendors for placing orders and tracking the movement of the consignment for delivery of goods

　　Utilized the avenues of promotion such as pamphlets, websites, window displays, hoardings, audio - visual advertisements, etc.

　　Found ways to encourage the loyal customers for buying at the stores by offering them higher discounts and special packages

　　Position: Marketing Intern

　　Company: Renaissance Retailing Inc, San Diego

　　Tenure: September 20\_ - December 20\_

　　Responsibilities:

　　Gathered the fresh stock of goods and added the price tag and instructions tag to it

　　Sort the clothes as per the fashion essence and forward tit to the respective section

　　Arranged the clothes on the racks or in stands within the section alloted to it

　　Rearrange the clothes in the stands that were put on display but not purchased

　　Sent the clothes with defects for repairs or discarded them, if they are worn out

　　Educational Qualifications

　　Bachelor\'s Degree in Marketing Management

　　San Diego University, 20\_

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