

ROBIN SUMMERS

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MERCHANDISER / BUYER

Proven Merchandiser with extensive experience within the promotional products industry. Significant expertise in sourcing, project management, purchasing, and personnel management. Source and manage merchandise assortments for branded customer promotions, initiatives and e-stores. Execute product presentations and visual displays focusing on current retail trends. Analyze sales data to recommend assortment additions and replacements for maximum profitability. Train teams on systems, cost workup, displays and presentation skills.

CORE COMPETENCIES

Sourcing • Promotional Products • Project Management • Purchasing
e-Stores • Training/Facilitation • Collaboration/Leadership
Client Presentations • Visual Displays • Sales Analysis

EXPERIENCE

Senior Merchandiser, STAPLES PROMOTIONAL PRODUCTS, 2013 – 2019

- Set up and executed in-house, field and PowerPoint presentations, successfully collaborating with company clients to develop assortments targeted to support their initiatives.
- Developed custom products and utilized the latest decoration techniques, providing clients with creative and on-brand merchandise choices.
- Supported Sales, Marketing, Art and Inventory teams in maintaining current e-stores and onboarding merchandise for 7 new clients, increasing profits for the company.

Gift Merchandising Manager, STAPLES PROMOTIONAL PRODUCTS, 2004 – 2013

- Led a team responsible for merchandising decorated hard goods and gifts for client programs, maintaining all product data and analyzing sales performance for 20-25 customer accounts.
- Attended industry trade shows and researched retail, product-related and decoration trends, bringing elevated relevance and quality to client presentations and product assortments.

Senior Product Development Specialist, AMERICAN IDENTITY, 2001 – 2004

- Negotiated pricing and delivery of e-store, event-driven and custom promotional products, strengthening the company's relationship with hundreds of vendors and leveraging cost savings for customers.
- Wrote process documents and compiled a training manual for Product Development Specialists, creating increased efficiency with internal departments and successful training of new team members.
- Maintained data for pricing and product samples of promotional merchandise for thousands of SKUs and 20+ customer accounts, providing support for internal merchandising and sales teams.
- Analyzed sales data and provided guidance on inventory buys and replacement of slow-moving products, resulting in profitability for the company and less inventory liability for customers.

EDUCATION

Bachelor of Science, Vocal Music Education

MISSOURI WESTERN STATE UNIVERSITY, St. Joseph, MO