

# Syed Rayyan Sajid

## Merchandising Specialist

**Dynamic Merchandising Professional** with over 3 years of experience in customer support, quality assurance, and content moderation, bringing a unique skill set that enhances product visibility and customer satisfaction in retail environments.

## Contact



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## Academic Details

**Bachelor of Commerce Barkatullah University, Jawahar Jawaharlal Nehru**  
**2018 - 2022, Bhopal, India**  
GPA: 4

## Soft Skills

- **Visual Merchandising**
- **Negotiation Skills**
- **Budgeting and Financial Analysis**
- **Planning and Forecasting**
- **Merchandise Management**
- **Product Knowledge**
- **Retail Math**
- **Selling Skills**
- **Market Research**
- **Communication Skills**
- **Creativity and Innovation**
- **Time Management**
- **Leadership Skills**
- **Organizational Skills**
- **Data Analysis**
- **Inventory Management**
- **Team Collaboration**

## Technical Skills

- **Microsoft Excel**
- **Google Docs**
- **Packaging & Product Design**
- **Illustration & Photo Editing**

## Core Competencies

- Performance Monitoring
- Process Documentation
- Quality Assurance
- Reporting and Metrics
- Team Collaboration
- Training and Development

## Personal Details

**Date of Birth:** 9<sup>th</sup> of august 1998

**Languages Known:** English, Urdu, Russian, Spanish, Hindi

## Profile Summary

- Experienced Merchandising Specialist with 3 years of proven success in driving sales and enhancing in-store experiences. Skilled in designing visually appealing displays, optimizing inventory management, and analyzing market trends to align product offerings with customer preferences. Demonstrates a strong ability to collaborate with suppliers and cross-functional teams to maintain competitive and dynamic retail environments. Proficient in leveraging data to forecast demand, reduce overstock, and boost product visibility. Recognized for increasing sales by 20% through strategic merchandising initiatives and maintaining exceptional standards of customer satisfaction. Fluent in multiple languages, including English, Russian, Urdu, Spanish, and Hindi, enabling effective communication in diverse, multicultural settings.

## Work Experience

### Merchandising Specialist

Elite Retail Group, India

January 2021 – 2025 January

- Developed and implemented innovative merchandising strategies, enhancing in-store experiences and driving an impressive **18% increase** in sales.
- Designed and maintained visually engaging product displays aligned with seasonal trends and promotional activities, significantly boosting customer engagement.
- Conducted regular inventory audits to maintain optimal stock levels, which led to a **25% reduction** in stock shortages and minimized overstock issues.
- Fostered strong relationships with local suppliers, negotiating favorable terms to ensure a consistent supply of high-demand products.
- Analyzed sales data to identify top-performing products, adjusting display placements to maximize visibility and revenue generation.
- Trained store staff in effective merchandising techniques and inventory management, resulting in improved team productivity and alignment with company goals.
- **Key Achievements:**
- Spearheaded a regional product launch campaign, resulting in a 20% increase in sales during the first quarter.
- Achieved a 15% reduction in inventory holding costs through precise demand forecasting and effective stock rotation strategies.
- Received "Best Merchandising Specialist" recognition for three consecutive quarters, showcasing consistent performance and excellence in store operations.
- Implemented a customer feedback program that resulted in a 30% increase in customer satisfaction ratings and valuable insights for future merchandising efforts.
- Launched a successful in-store promotional event that drew a 50% higher foot traffic within the first week, contributing to a noticeable increase in overall sales.
- Developed a comprehensive training manual for merchandising best practices that became a key resource for new hires, enhancing onboarding efficiency and alignment with company standards.
- Initiated an eco-friendly merchandising strategy, leading to a 10% decrease in packaging waste, positioning the company as a socially responsible retailer.

