

CONTACT

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HIGHLIGHTS

- Stakeholder Liaison
- Project Management
- Problem Analysis & Solving
- Decision Making
- Leadership and Teamwork
- Quantitative Analysis

EDUCATION

Diploma of Commerce

2011 - 2012

The University of Illinois at Chicago

Advance Diploma of Commerce

2012 - 2013

San Jose State University

Bachelor of Commerce in Professional Accounting

2013 - 2014

New York Institute of Technology

AWARDS

Best Employee Award

Sam's Digital Mart

2019

Top Sales Merchandiser Award

Sam's Digital Mart

11.11 & 12.12 2018 Campaign

Best Category Awards

Sam's Digital Mart

2018 - Mobile Phone & Tablet

Harris Hudson

SENIOR MERCHANDISER SUPERVISOR



SUMMARY

Experienced in managing buying activities to leverage sales excitement towards brands and products by strategic approach in boosting exposure, productive relationship, profitability and growth as envisioned.

EXPERIENCE

Senior Merchandiser - Mobile Phone Category Sam's Digital Mart

May 2016 - Present

- Initiate and maintain relationships with brands and key personnel to support partnerships and collaborations.
- Develop a strategic approach in monthly planning and directed implementation related to sales and promotion.
- Engage with the marketing department to analyze pricing and exposure on products and brands targeting profitability and sustainable growth of sales.
- Maintaining inventory levels based on seasonal changes, business needs, and trends.
- Overseeing and coordinate with cross-functional departments in managing projects related to the back-end system and supply chain methods.

RECENT PROJECTS ACCOMPLISHED

Brand Promotion

Brand Exclusive Product Deals

Engaging in a fruitful partnership with brands to sell one type of smartphone exclusively in JD.ID platform. This partnership will give an equal benefit for both sides; exclusive marketing assets, sales growth, and particular pricing are easy to control. As a senior merchandiser, I have full responsibility in planning the marketing and sales strategy, negotiating the pricing and quantity of the goods, and executing the exclusive partnerships.

Prepaid & Postpaid Bundling Promotion

Telco Partnership Program

Exploring a different way on how to grow the mobile phone and telecommunications industry. Having partnerships with major telecommunications company on growing the awareness and sales of the prepaid and postpaid SIM cards in online market. The impact of this partnerships are very beneficial for both sides. Awareness of customer on buying prepaid and postpaid SIM cards in online market are having a huge increase in line with the sales. As a senior merchandiser I take a big part of the partnerships in terms of planning the marketing and selling strategy, negotiating the pricing of prepaid and postpaid simcards and communicating with the partners.

Exchange Old Phone to Buy New Phone

Online Trade In Program

Exploring options on how to enhance sales and customer options to buy new launch products. Having a collaboration with one of the major companies in the trade-in industry in order to give customers the opportunity to exchange their old phone in order to buy the new launch product at a cheaper price. Not only it benefits the customer sides where it will increase the customer satisfaction and experience, but it is also will benefit both parties where the awareness of the trade-in program online and the sales of the new launch product will

increase. As a senior merchandiser, I take full responsibility for setting up all the initial processes, negotiating the old phone pricing, and managing this online trade-in program to be executed accordingly.

Extra Gadget Protection for Accidental or Liquid damage

Gadget Protection Partnership Program

In a mission to deliver the message to the customers where buying smartphones in online is safe. Cooperating with a very insightful and flourished insurance tech company in order to give more customer satisfaction and security we provide additional gadget protection for accidental and liquid damage when customers buy their mobile phone on our platform. Not only it benefits the customer it also gives a huge impact on the increment of customer satisfaction and security when they buy a mobile phone in JD.ID. As a senior merchandiser, I am in charge of planning the marketing strategy and setting up the pricing strategy for the program to be executed accordingly.

