



## CONTACT

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📍 Tarlac City, Philippines.

# Danica Onofre Gazrnin

In-house Merchandiser | Cashier | Sales Associate

## PROFESSIONAL SUMMARY

Dedicated and results-driven In-house Merchandiser with a proven track record of optimizing product placement and enhancing visual merchandising strategies at Citi Hardware, Capas Tarlac City. Adept at driving sales through strategic product positioning, innovative displays, and effective inventory management. With a strong foundation in retail operations and diverse experience in roles such as Cashier, Sales Associate, Seasonal Staff, and Sales Representative, I bring a comprehensive perspective to the merchandising landscape. Handling complex situations from a strategic perspective and always willing to go the extra mile. I am now eagerly seeking an overseas opportunity to apply my knowledge and skills in a new environment.

## WORK EXPERIENCE

**In-house Merchandiser | Citi Hardware, Capas Tarlac City, Philippines. | November 17 2021 - June 15 2023**

- Strategically arranged products and developed eye-catching displays to maximize customer engagement and boost sales.
- Collaborated closely with suppliers and vendors to negotiate favorable pricing and ensure timely product deliveries.
- Utilized strong analytical skills to assess sales trends and customer preferences, adjusting merchandising strategies accordingly.
- Implemented inventory control measures, reducing excess stock levels and minimizing financial losses.
- Played a pivotal role in training and mentoring new staff members, enhancing their product knowledge and sales techniques.

**Sales representative | SM City Tarlac OM Store) Baby company AVENT (Cannon baby safe products) | March 2018 - February 2021**

- Provided expert guidance on AVENT (Cannon Baby Safe) products, demonstrating in-depth knowledge to assist customers in making informed purchasing decisions based on their specific needs and preferences.
- Consistently exceeded monthly sales targets by effectively promoting and upselling AVENT (Cannon Baby Safe) products, driving revenue growth and contributing to the store's success.
- Collaborated with the store team to create visually appealing and well-organized product displays, maximizing product visibility and attracting customer attention to drive sales.
- Cultivated strong customer relationships through personalized interactions, post-sale follow-ups, and addressing concerns, fostering customer loyalty and repeat business.
- Monitored product inventory levels, promptly restocking shelves, and coordinating with the inventory team to ensure availability of AVENT (Cannon Baby Safe) products, minimizing stock outs and optimizing sales opportunities.

**Sale Associate (Seasonal Staff) - SM City Clark, Santa Barbara Polo Racquet and Club | December 08-31, 2015**

- Provided attentive customer service by assisting shoppers, answering inquiries, and offering product information to enhance their shopping experience.
- Contributed to visual merchandising efforts by arranging and replenishing product displays, ensuring a neat and appealing shopping environment.
- Efficiently operated the cash register, processed transactions accurately, and handled payments, reducing wait times and contributing to smooth checkout experiences.
- Assisted with inventory management, conducting stock checks, and restocking shelves to maintain product availability and prevent shortages.
- Worked collaboratively with fellow sales associates and store staff, contributing to a positive team dynamic and seamless operations during the busy holiday season.

**Cashier | SM City Tarlac (Supermarket) Supervalu Inc., Brgy, Mc Arthur Highway., San Roque Tarlac City | September 2013 – February 2014**

- Efficiently handled a high volume of transactions, ensuring precise and error-free cash handling while processing payments using the point-of-sale system.
- Delivered outstanding customer service by engaging with shoppers, addressing inquiries, resolving concerns, and maintaining a welcoming and positive checkout experience.
- Skillfully managed cash drawers, maintained accurate records of transactions, and balanced cash at the end of shifts, consistently minimizing discrepancies.
- Effectively organized and managed checkout queues during peak hours, optimizing customer flow and minimizing wait times to enhance overall satisfaction.
- Consistently followed company policies and guidelines for cash handling, refunds, and exchanges, ensuring compliance with security and operational standards.

## EDUCATION

- Bachelor of Science in Hotel and Restaurant Management - College of The Holy Spirit of Tarlac, Tarlac City, Philippines. | 2012 - 2013
- Tarlac National High School - San Roque, Tarlac City, Philippines. | 2009 – 2010
- Tarlac West Central Elementary School San Roque, Tarlac City, Philippines | 2005 – 2006

## SKILLS

- Visual Merchandising
- Inventory Management
- Sales Strategy
- Market Research
- Supplier Relationship Management
- Team Leadership
- Retail Analytics
- Product Positioning
- Customer-Centric Approach

## EXPERTISE

- Merchandising strategies that contributed to increased store revenue.
- Created captivating product displays to enhance customer engagement and drive sales.
- Utilized analytical insights to adjust merchandising techniques based on sales trends and customer preferences.
- Managed inventory levels effectively to ensure product availability and minimize stock outs.
- Established strong relationships with suppliers to secure favorable pricing and timely product deliveries.
- Excelled in various retail roles, connecting with customers and closing successful sales deals.
- Utilized extensive product knowledge to provide exceptional customer experiences.
- Thrived in a fast-paced retail environment, excelling across diverse roles.
- Collaborated with cross-functional teams and contributed to store layout enhancements.