**Marry Swan**

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**Career Objective**:

An experienced marketing professional skilled in categorizing products and improving sales figure is looking for a category analyst position with a retail setting to help the management invest wisely and grow business.

**Summary of Skills:**

* Experienced in conducting market surveys and marketing campaigns
* Complete knowledge of market trends and retail business
* Ability to research, collect, and analyze market data
* Strong analytical and problem-solving skills
* Good communication, interpersonal and time management skills
* Proficient in working with business-related software
* Expert in drafting presentations and reports
* Skilled in performing quantitative sales analysis

**Work Experience:**

Category Analyst

Eagle Supermarket, Phoenix, AZ

March 2012 - Present

* Study products and categorize similar ones into one group
* Evaluate the success of product categories
* Research market trends and consumers' buying habits
* Review contract terms with manufacturers
* Inspect quality of products and raise issued with the producers if found any defect
* Monitor sales of each product category and generate report
* Lead the marketing team in running marketing campaigns
* Request and document customers' feedback
* Ensure products are in compliance with industry standards
* Meet the design agency and get website updated regularly

Category Analyst

Apex Supply Chain, Phoenix, AZ

November 2010 - February 2012

* Partnered with vendors, supply chain, merchandising, and inventory planning committee and managed store business efficiently
* Formulated merchandising strategies, and ensured stores are filled with right products at right time
* Implemented business strategies in improving sales
* Contributed in the cross-functional supply chain projects and reduced network costs
* Worked with the marketing team and established key relationships with vendors and manufacturers
* Enhanced existing processes and facilitated a continuous flow on running products to stores
* Planned and accomplished the mission of the chain of getting number one position in the state
* Improved forecasting, purchasing and distribution methods
* Succeeded in saving costs by not holding stock of products not in sync with the current trend

**Education:**

* Bachelor's Degree in Marketing
Phoenix University, Phoenix, AZ
2009

**References:**

* Jim Taylor
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