



REBECCA RALPH

CONTACT

804.986.8704

rebeccalynnralph@gmail.com

EDUCATION

The Art Institutes of California
Bachelor of Arts, Fashion
Marketing & Management
Jan 2009 - June 2013

SKILLS

Branding & Identity

Marketing

Visual Communication

WEB LINKS

www.linkedin.com/in/beckielynn

www.beckielynnralph.com

PROFILE

With a strong footing in merchandising and marketing, my mission is to elevate brands and enhance customer experiences through strategic positioning and creative direction. My expertise in visual merchandising and product knowledge equips me to deliver solutions that align with client objectives and resonate with diverse audiences.

WORK EXPERIENCE

Merchandising Coordinator, Winston Retail, May 2024 - Present

- I spearhead merchandising efforts to drive product visibility and sales growth through client-directed strategies. By developing strong store relationships, I ensure effective merchandising and provide product training. Additionally, I showcase successful retail floor space transformations through before and after photos.

Merchandiser, Chex Finer Foods, Apr 2022 – Dec 2023

- I executed regional Key Account category plans for The Fresh Market, ensuring plan objectives were met. I collaborated with the merchandising team to drive sales activities and enhance customer experience through effective communication and product expertise.

Brand & Marketing Consultant, Freelance Nov 2013 – Apr 2019

- Freelance brand development, market research, trend forecasting, logo concepts, mood boards. I spearheaded the development of brand identity through creative photo campaigns and web banner designs. I successfully managed social media marketing on various platforms to enhance brand visibility and engagement.