

Isabelle St Claire

E-Commerce Merchandiser
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[LinkedIn](#)

[Portfolio](#)

E-Commerce Merchandiser with 6 years of combined experience. BA fashion production, Retail business certificate. Seeking e-commerce and merchant roles for career growth opportunities. Proven ability to drive client retention, revenue growth, and engagement. Skilled in data analysis and reporting. Passionate about technology and digital retail, with experience providing insights that increased sales and brand awareness. Excited to enhance the client journey.

Skills

- Merchandising Strategy, Data Analysis Tools, Data-Driven Strategy Development
- Proficiency: Google Suite, Google Analytics, Looker, Microsoft Excel, VLOOKUP, Pivot Tables
- Inventory & Category Management
- Performance Analysis
- Sales Data Analysis
- Market Research
- Pricing Strategies
- Customer Engagement
- Cross-functional collaboration
- Product Copywriting
- Ownership, Relationship building, Critical thinking, Analytical abilities, Problem-solving, Adaptability, Creativity

Professional Experience

E-Commerce Stylist | Merchandising

Sep 2024 – Present

Short Story

- Orchestrated cross-functional collaboration to enhance inventory management, resulting in a 50% boost in repeat purchases in the initial half-year.
- Processed 100+ product orders monthly, maintaining 99% accuracy in prioritization, and maintaining excellence in customer service.
- Leveraged best-selling products with market-specific insights, increasing client retention by 25%.
- Facilitated cross-functional relationships to achieve optimal product alignment with customer behavior, enhancing customer satisfaction scores by 10%.
- Developed and executed data-driven marketing campaigns that improved customer engagement by 30% and enhanced brand visibility.
- Analyzed sales data and market trends to optimize inventory management, achieving a 15% reduction in holding costs.

Content Creator

Feb 2024 - Present

Self-Employed

- Leveraged advanced Excel functions and analytical skills to refine paid media initiatives, leading to a remarkable 200% growth in followers within the initial two months.
- Boosted website traffic by 25% through SEO-optimized content and copywriting, increasing ROI.
- Designed and implemented brand strategy, leading to a 600% engagement increase.

E-Commerce Stylist | Digital Operations Specialist

Feb 2022 - Apr 2024

Freelance

- Analyzed consumer behavior data and business insights to optimize styling strategies, utilizing trend knowledge and best judgment, increasing sales by 25%.
- Conducted trend forecasting with 90% accuracy, ensuring effective product placements.
- Merchandised trend-driven product selections that increased average order value by 30% and improved customer satisfaction ratings to 95%.
- Collaborated with cross-functional teams, maintaining transparency in communication to streamline administrative functions, enhancing task management efficiency by 30% and ensuring timely execution of projects.

E-Commerce Senior Stylist | Merchandising

Feb 2019 - Feb 2022

Stitch Fix

- Analyzed consumer behavior data and business insights to optimize styling strategies, utilizing trend knowledge and best judgment, increasing sales by 25%.
- Conducted trend forecasting with 90% accuracy, ensuring effective product placements.
- Merchandised trend-driven product selections that increased average order value by 30% and improved customer satisfaction ratings to 95%.
- Collaborated with cross-functional teams, maintaining transparency in communication to streamline administrative functions, enhancing task management efficiency by 30% and ensuring timely execution of projects.

Education

Certificate in Fashion Business Essentials

2025-2026

Parsons- The New School

- Digital Marketing, Merchandise Planning, Consumer Behavior, Retail Math

Bachelor's Degree in Fashion Production

2010-2013

Central St. Martin's

- Production & Supply Chain Management, Product Development, Fashion Business, Merchandising