RUWEYDA AHMED

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PROFESSIONAL SUMMARY

Marketing graduate with hands-on experience in ecommerce merchandising, product setup and maintenance, inventory organization, and retail operations. Experienced with Shopify product data, monthly revenue and performance reporting, SKU organization, and cross-functional coordination. Detail-oriented and customer-focused, with an understanding of how product accuracy, availability, and presentation support the shopping experience.

CORE SKILLS

Shopify & Shopify POS • Ecommerce Product Setup & Maintenance • SKU Organization • Product Data Accuracy • Online Merchandising • Product Detail Page Updates • Revenue, Conversion & Profit Reporting • Inventory Management • Product Launch Support • Visual Merchandising • Cross-Functional Collaboration • Microsoft Excel & Office • Google Workspace

PROFESSIONAL EXPERIENCE

Store Associate, Shops & Ecommerce | Walker Art Center, Minneapolis, MN | *Jan 2025–Present*

- Create and maintain Shopify product listings, including descriptions, images, pricing, categories, tags, and SEO details; keep product information accurate across ecommerce and in-store POS.
- Serve as one of the leads in implementing a SKU system and reorganizing backroom and basement storage, arranging merchandise based on product demand and how recently items were introduced.
- Pull monthly Shopify reports covering revenue, conversion, and profit to monitor ecommerce and merchandise performance.
- Coordinate product launches, website updates, asset needs, and seasonal merchandising with buying, marketing, web design, operations, and store teams.
- Support product availability and inventory accuracy through receiving, inventory checks, shipment processing, replenishment, and discrepancy follow-up.

Chief Guard / Operations Specialist | Walker Art Center, Minneapolis, MN | *Apr 2024–May 2026*

- Coordinated visitor-facing operations and communicated across Visitor Experience, Development, and Operations teams to support daily priorities and museum events.
- Maintained accurate incident and operational documentation, addressed visitor concerns, and helped resolve time-sensitive issues.

Sales Associate & Shift Lead | J.Crew Factory, Minneapolis, MN | *Jul 2024–Dec 2025*

- Supported sales conversion through product knowledge, customer engagement, and recommendations while maintaining a welcoming shopping experience.
- Processed shipments, organized and replenished inventory, supported POS operations, and executed floor moves, product placement, and seasonal merchandising changes.
- Helped coordinate daily priorities and support team members during busy store periods.

Sales Associate / Service Experience Associate | Nordstrom, Minnetonka, MN | *Feb 2023–Feb 2024*

- Consistently met sales goals and quotas and ranked as a top seller multiple times through customer relationships and personalized product recommendations.
- Supported conversion and repeat business by identifying customer needs, sharing product knowledge, and following through on service needs.
- Processed transactions and supported merchandise presentation, inventory replenishment, and customer issue resolution.

Sales Associate | Urban Outfitters | *Jul 2021–Nov 2022*

- Supported sales conversion through customer service, styling assistance, product knowledge, and personalized recommendations.
- Maintained product presentation through replenishment, inventory support, floor sets, and product launch activities.

EDUCATION

Bachelor of Science in Marketing | Western Governors University | September 2026
Relevant coursework: Marketing Strategy & Analytics, Digital Marketing, Consumer Behavior, Brand Management