# David Merkel

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*Every buying decision is an emotional one. Seizing those emotions is my passion...*

**Summary**

Highly accomplished and results-oriented marketing and merchandising professional with over 20 years of experience in the automotive aftermarket industry. Proven ability to develop and execute innovative strategies that drive brand awareness, customer engagement, and sales growth. Expertise in digital marketing, e-commerce, social media, content creation, and visual merchandising. Adept at leveraging data analytics to optimize inventory management and marketing ROI.

**Skills**

* **Software:** Adobe Creative Suite (Photoshop, InDesign, Premiere, After Effects), Microsoft 365, SEMA Data Co-op, ACES/PIES, Volusion, 3Dcart, various video editing and social media management tools
* **Merchandising:** Visual Merchandising, Space Planning, Inventory Management, Product Displays, Vendor Relations, Planogram Development
* **Marketing & Communications:** Brand Management, Advertising, Public Relations, Video Production, Photography, Graphic Design
* **Digital Marketing:** SEO, SEM, Social Media Marketing, Email Marketing, Content Marketing, Website Development, E-commerce, Data Analytics
* **Other:** Project Management, Team Leadership, Customer Service, Sales, Training

PROFESSIONAL EXPERIENCE

**4 Wheel Parts** – Phoenix, AZ

**Merchandising Manager** (7/2019 to 11/2024) **42-101 Stores**

**Established and enforced standards in merchandising and space management. I created and implemented means of inventory control for each store addressing category representations with and without vendor contractual agreements while identifying 15 million in overstock throughout all stores.**

**Merchandising –** I created interactive store maps identifying every 4’ of showroom space balancing available square footage, local inventory demand, display needs, and contractual agreements.

**Microsoft 365 HUB –** Created an inter-company D365 HUB site to communicate all aspects of retail operations including my merchandising department. This HUB site became the conduit between all corporate objections and retail store operations.

**Inventory Control –** Developed and implemented a comprehensive annual inventory review process, analyzing store-level needs down to the SKU level while considering merchandising space requirements. This data-driven approach, incorporating store feedback, enabled the establishment of a highly accurate automated replenishment system, optimizing inventory levels for maximum productivity and profitability. This process identified and addressed $15 million in unproductive inventory.

**Displays and Media Content –** Partnered with vendors to create engaging and informative product displays that optimized both store operations and customer experience within the showroom environment. Personally edited and managed video and graphic content to ensure impactful and effective visual merchandising that resonated with customers.

**Billy Boat Exhaust** – Phoenix, AZ

**Marketing Director** (4/2016 to 7/2019)

**Given the responsibility of a new re-branding initiative, I set out to give a new representation of BBE. Accelerated efforts were directed at a new website, new photography, videos, social media, and advertising.**

**Marketing and Social Media –** Executed a multi-platform social media strategy that resulted in 2-3x organic audience growth within one year. Cultivated brand awareness on Facebook with consistent daily posts, while utilizing Instagram and Twitter to provide a behind-the-scenes look into the company's family-owned business and handcrafted products, fostering emotional connections with customers. Achieved substantial audience growth without paid advertising by focusing on engaging content and authentic storytelling.

**Video Production –** Crafted a library of professional videos highlighting various products and vehicles in an exciting expression of sight and sound, all published on the [BBE YouTube channel](https://www.youtube.com/@BillyBoatExhaust) .

**Advertising Management & Production –** Supplied all print, web, and brochure materials to wholesale distributors and retail outlets.

**Website Development** – In partnership with a web technician, I supported and guided all new product displays, photography, and graphic support.

**Data Management** – Transferred and expanded our ACES/PIES data from DCI to a more cost-effective SEMA Data Co-op.

**Sales Support** –Shipping, sales, and technical support.

**AZ Real Estate & Property Management** – Phoenix, AZ

**Marketing Manager** (9/2015 to 1/2016)

**Supporting a large list of company operations and marketing efforts, I was brought on to increase company efficiency and establish a social awareness furthering exposure and growth.**

**Operation Development** – Trained myself and implemented multiple software platforms to support ambitious real estate sales growth.

**Marketing and Social Media** – Created a diverse range of marketing materials, including graphics, print collateral, and video content, to effectively promote company branding and real estate services. Implemented a consistent social media strategy to increase brand awareness, showcase company activity, and demonstrate a strong commitment to client engagement.

**Premier Kitchen and Bath** – Mesa, AZ

**Marketing Manager** (7/2013 to 9/2015)

**Transitioned all digital and print marketing functions in-house, rebuilding processes and materials to ensure brand consistency and scalability. This initiative laid the foundation for developing effective customer relationship management (CRM) and retention strategies.**

**Site Development** – Rebuilt the company’s website with current SEO practices, added consumer/marketing pages, and pages focused on a wider range of information regarding trends and costs within remodeling.

**Marketing/Print Materials/Multimedia** – Developed and executed integrated marketing campaigns encompassing a wide range of deliverables, including print materials such as company catalogs, direct mail postcards, door hangers, trade show flyers, and magazine and newspaper ads for broad demographic reach; digital marketing initiatives such as networked website landing pages for targeted AdWords campaigns; visual content creation including professionally photographed completed remodels for use in online galleries and social media to enhance visual appeal and customer engagement; and video production, editing video presentations for showroom displays and trade show exhibitions to showcase projects and reinforce brand messaging.

**Indus Design Imports** – Tempe, AZ

**Marketing Manager** (9/2009 to 7/2013)

**Consistently created powerful marketing programs that expanded their brand while increasing sales to local and national wholesalers. This is leveraged through e-commerce shopping carts, social media, marketing materials, email campaigns and social events with trade organizations.**

**E-commerce, Marketing & Multimedia** – Spearheaded the launch and growth of three successful e-commerce websites for distinct business lines: wholesale furniture, rawhide shades, and a newly acquired candle manufacturing company. Implemented SEO best practices to drive organic traffic and expand the core customer base for each website. Developed and executed comprehensive marketing campaigns, including catalogs, mailings, video presentations, and email campaigns, that increased market share within the industry. Further supported sales growth by staging and photographing products for visually engaging email communications targeted at interior designers, providing consistent exposure to new products and following up with in-person video presentations at the warehouse to showcase the full breadth of available inventory.

**4 Wheel Parts** - Compton, CA

**Merchandising Manager** (4/2001 to 12/2008) **31-63 Stores**

**Hired to elevate the merchandising program at the nation's largest off-road accessory retailer, I established a robust communication infrastructure utilizing websites, newsletters, and email to effectively disseminate corporate planning and merchandising directives. This contributed to significant company growth and expansion, enabling the design of dynamic retail showrooms featuring engaging multimedia displays, impactful graphics, strategic vendor partnerships, and compelling company promotions.**

**Store Growth** – Executed store planning and design of 31 retail showrooms for a retail saturation growth of 100% in 8 years to a total of 63 retail locations.

**Corporate Communications** – Created a store operations website designed to efficiently communicate corporate merchandising standards throughout the 63 retail stores.

**Media/Graphics** – Pioneered the implementation of a cutting-edge video network to enhance branding, new product launches, showroom experience, advertising, and employee training. This integrated media strategy streamlined communication and maximized revenue potential by delivering engaging content on a single platform. Additionally, I designed and delivered impactful corporate presentations that effectively communicated strategies across six departments, fostering alignment and collaboration.

**Inventory Management** – Led development of forecasting analysis catered to our merchandising requirements optimizing inventory turns, delivery frequency, and space requirements.

**CarParts.com** - El Segundo, CA (1998 to 2001)

*An automotive parts and accessory e-commerce business with sales of $120 million without inventory or distribution centers.*

**Auto Parts Club** – San Diego, CA (1992 to 1998)

*A big box automotive accessory company with sales in excess of $44 million with 9 retail locations averaging 28,000-34,000 square feet.*

**Jarco Auto Parts** – San Diego, CA (1990 to 1992)

**Kragen Auto Parts** – San Diego, CA (1985 to 1990)