



ROWELL M. PANLAQUI

Retail & Pharmacy Merchandising Specialist | Turning Visual Concepts into Powerful Customer Experiences
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PROFESSIONAL SUMMARY

Dynamic and results-driven Visual Merchandising Supervisor with over 10 years of experience in retail and pharmacy chains. Proven ability to elevate brand visibility, optimize store layouts, and lead cross-functional teams to deliver engaging in-store experiences. Recognized for improving merchandising standards, executing successful campaigns, and supporting marketing initiatives that drive sales performance.

CORE SKILLS

Visual Merchandising & Brand Display | Marketing Coordination & Campaign Support | Store Layout & Planogram Design | Retail Operations & New Store Launches | Team Leadership & Training | Brand Communication & Vendor Liaison | Product Presentation & Inventory Control | Sales & Performance Monitoring

PROFESSIONAL EXPERIENCE

INTERNATIONAL MEDICAL COMPANY – KULUD PHARMACIES

Doha, Qatar | Visual Merchandising Supervisor / Marketing Administrator | May 2017 – Present

- Supervise and coordinate merchandising activities across multiple pharmacy branches.
- Develop and implement planograms and display layouts for major brands.
- Lead training programs for new merchandisers to ensure brand compliance.
- Collaborate with Marketing and Brand Managers on promotional campaigns and product launches.
- Conduct regular store audits to maintain visual standards and brand identity.

Key Achievements:

- Supported launch of 20+ new branches across Qatar.
- Implemented standardized visual guidelines that improved brand consistency.
- Enhanced merchandising efficiency, resulting in higher product visibility and sales growth.

SAUDI COMPANY FOR HARDWARE (SACO)

Dammam, KSA | Sales Representative | May 2010 – August 2016

- Promoted and sold hardware, electrical, and furniture products.
- Designed and maintained engaging product displays to attract buyers.
- Achieved monthly sales targets consistently through customer engagement and upselling.

NKD INTERNATIONAL TRADING CORPORATION

Pampanga, Philippines | Sales Merchandiser | April 2007 – May 2010

- Managed product displays and conducted product demonstrations for tools and appliances.
- Served as liaison between company and clients for after-sales support.

SM SUPERMARKET – PAMPANGA

Pampanga, Philippines | Sales Merchandiser | January 2006 – February 2007

- Maintained stock levels and ensured visual standards for various product categories.

EDUCATION

Bachelor of Science in Electronics and Communications Engineering

Holy Angel University – Angeles City, Pampanga, Philippines (2001–2005)

ADDITIONAL INFORMATION

Nationality: Filipino

Languages: English, Filipino

Availability: 1month notice

