

STRENGTHS

-  **Innovative Design Skills**  
Crafted dynamic displays that captivated customers' attention, boosting retention rates in showrooms.
-  **Customer Focused**  
Strived to find solutions that addressed shoppers' preferences, improving experience ratings significant.
-  **Research Savvy**  
Constantly analyzed market trends and competitor tactics, leading to forward-thinking display strategies.
-  **Team Leader**  
Motivated teams creatively, ensuring everyone shared ownership of project outcomes, enhancing overall results.
-  **Adaptable Communication**  
Easily conveyed important textual or visual concepts to different audiences ranging from suppliers to clientele.

SKILLS

- Visual Merchandising

Interior Design

Customer Engagement

Microsoft Office Suite

Team Collaboration
- Market Research

Creativity

Layout Design

Inventory Management

Brand Development

Product Promotion

Community Engagement

Trend Analysis

Display Management

SUMMARY

Creative Visual Merchandiser with over four years crafting compelling retail displays that significantly enhance customer engagement. Proven success in designing layouts that create lasting first impressions, directly influencing sales performance and customer satisfaction. A strong background in interior design combined with supervisory experience supports effective collaboration among teams. Proficient in Microsoft Office Suite, leveraging technology to document processes and streamline operations. Committed to professional growth through ongoing training and a desire to contribute positively to team-oriented environments, creating lively shopping experiences for customers.

EXPERIENCE

Visual Merchandiser

Creative Interiors

 June 2024 - Present

 Aberdeen, SD

Supports the visual presentation of furniture through innovative merchandising strategies. Collaborates closely with marketing to align initiatives that boost sales and enhance brand visibility. Duties include creating new display concepts while managing inventory effectively to support sales goals.

- Designed and implemented creative merchandise displays that increased customer engagement significantly.
- Collaborated with marketing colleagues to ensure promotional themes were consistently represented in store displays.
- Regularly checked showroom inventories, intervening swiftly to organize restocking as needed for popular items.
- Trained incoming staff in essential display techniques to maintain high standards across all visual aspects.
- Collected feedback from customers after deployment of new displays to inform future merchandising strategies.
- Participated in community outreach events to boost brand recognition and foster good customer relations.

Visual Merchandiser

Home Style Designs

 January 2021 - May 2024

 Pierre, SD

Focused on enhancing store environment to drive sales through strategic layout planning and by incorporating market trends into designs.

- Developed visual merchandising standards expressing creativity and attracting higher customer foot traffic.
- Created engaging displays emphasizing product launches while adapting layouts to maximize visibility and accessibility.
- Conducted competitive analysis, keeping abreast of industry trends to refine our store's merchandising approaches whenever necessary.
- Executed structural modifications to the store layout, sparking improved customer experience flows.
- Guided fellow employees during hands-on training regarding visual merchandising techniques and methods.
- Worked with suppliers for sourcing unusual materials that elevated our merchandise presentations.

Visual Merchandising Intern

Urban Chic Furnishings

 June 2020 - December 2020

 Rapid City, SD

Supported senior merchandisers in crafting visually impactful store environments conducive to positive shopping experiences.

- Assisted with generating attractive promotional displays aligning with both seasonality and market aims.

Promotional Strategy

Sales Support

## LANGUAGES

English Native

Spanish Intermediate

## MY CAREER



Visual Merchandiser at Creative Interiors (2.2 Years)

Visual Merchandiser at Home Style Designs (3.3 Years)

Visual Merchandising Intern at Urban Chic Furnishings (6 Months)

- Gained practical insights into effective product arrangement techniques through active participation in layout designs.
- Collaborated with experienced team members on brainstorming sessions aimed at refreshing existing display concepts.
- Maintained a clean and organized showroom floor, reflecting high standards of professionalism and aesthetic appeal.
- Engaged with customers on the floor to gather their opinions regarding the effectiveness of displays and product placements.
- Encouraged exchanging ideas among peers regarding improvements for better public engagement with retail offerings.

## LEADERSHIP & AWARDS

- Received Employee of the Month at Creative Interiors for outstanding display innovation.
- Led a team of volunteer students in achieving excellent results during a community improvement initiative focused on local commerce.

## EDUCATION

### Associate Degree in Visual Merchandising

South Dakota State University 🎓 GPA: 3.8 📅 2020 📍 Brookings, SD

**Coursework:** Merchandising Principles, Color Theory, Interior Design Basics, Retail Management Strategies

## CERTIFICATIONS

- Certified Visual Merchandiser (CVM) 📅 2021
- OSHA Safety Training Certification 📅 2022

## TECHNICAL SKILLS

- **Software Tools:** Microsoft Word, Microsoft Excel, Adobe Photoshop
- **Design Methods:** Spatial Planning, Color Theory, Mood Boards
- **Display Frameworks:** Incremental Approach, Seasonal Displays, Mixed-Purpose Concepts
- **Communication Platforms:** Slack, Zoom, Email Correspondence
- **Marketing Software:** Hootsuite, MailChimp, Canva
- **Inventory Systems:** Square, QuickBooks, SaleLogix
- **Project Organization Tools:** Notion, Trello, Google Drive
- **Collaboration Apps:** Google Docs, Mural, Figma
- **Photography Equipment:** Canon EOS, Nikon D3500, Smartphone Cameras
- **Trend Analysis Resources:** Pinterest, Instagram, Retail Sites

## PROFESSIONAL AFFILIATIONS

- Member of the National Retail Federation, engaging in numerous networking events.
- Active participant in local business development groups promoting cooperative selling strategies.

## ADDITIONAL INFORMATION

**Work Status** : Authorized to work in United States. No sponsorship required.

## REFERENCES

AVAILABLE ON REQUEST