

Nylah Campos

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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

June 2024 - Present

Creative Interiors

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

January 2021 - May 2024

Home Style Designs

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

June 2020 - December 2020

Urban Chic Furnishings

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.
- 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

2020

South Dakota State University GPA: 3.8

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

SKILLS

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|--------------------------|----------------------|------------------------|------------------------|
| • Visual Merchandising | • Team Collaboration | • Inventory Management | • Trend Analysis |
| • Interior Design | • Market Research | • Brand Development | • Display Management |
| • Customer Engagement | • Creativity | • Product Promotion | • Promotional Strategy |
| • Microsoft Office Suite | • Layout Design | • Community Engagement | • Sales Support |

PROFESSIONAL AFFILIATIONS

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

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST