

Alice Ramone

Visual Merchandiser

Phone: 718-531-4240

E-mail: alicezramone@gmail.com

LinkedIn: linkedin.com/in/alicezramone

Twitter: [@alicezramone](https://twitter.com/alicezramone)

Innovative visual merchandiser with 3+ years of experience creating visual fashion designs. Seeking to increase sales by 10% per quarter at Trademark Fashion Designs. At Lacy's Stores, built fashion displays leading to a 52% increase in sales within a year.



EXPERIENCE

- ◆ 2017-10 - Visual Merchandiser
 - present Lacy's Stores
 - Key Qualifications & Responsibilities**
 - Execute merchandising strategies using visual displays throughout the store. Contribute to the store's visual appeal to bring in customers.
 - Aided an increase of coat sales by 20% by creating all aspects of in-store designs. Dress mannequins in latest trends.
 - Analyzed flow of traffic in store to ensure 80% more visibility of displays.
 - Design visual elements that contributed to 52% sales growth.
 - Worked with marketing team to integrate displays with campaigns.
 - Key Achievement:**
 - Surpassed the store's quarterly sales goal by 45%.
 - Trained 25 sales staff in product features and display tips.
- ◆ 2016-05 - Visual Merchandiser
 - 2017-09 The Black Market
 - Key Qualifications & Responsibilities**
 - Selected fashions that helped us surpass our sales goal by 22%.
 - Developed seasonal themes that grew the business by 30%.
 - Recycled displays that reduced waste output by 18% monthly.
 - Developed floor plans and displays to maximize sales.
- ◆ 2014-06 - Retail Employee
 - 2016-06 Fashionable Fashionista
 - Coordinated outfit for patrons leading to a 30% sales increase.
 - Helped customers find clothing per their requests.
 - Seller of the Month for most sales in February 2016.



EDUCATION

- ◆ 2010 - Associates Degree in Fashion Design
 - 2014 New York School of Fashion Design
 - Made clothes for local celebrities that increased exposure for a clothing line.
 - Wrote a popular fashion column in the student paper.



ADDITIONAL ACTIVITIES

- ◆ Fashion Writer, Trend Spot Weekly
 - Blog about the latest fashion trends in 2 articles per month.
 - Maintain readership of 10,000 readers per month.
- ◆ Horticulturist, Community Farming Project