

Alice Ramone

Visual Merchandiser

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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 - present **Visual Merchandiser**

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 - 2017-09 **Visual Merchandiser**

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 - 2016-06 **Retail Employee**

Fashionable Fashionista

- Coordinated outfits 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 - 2014 **Associates Degree in Fashion Design**

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