

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 <i>Lacy's Stores</i> Key Qualifications & Responsibilities <ul style="list-style-type: none">• 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: <ul style="list-style-type: none">• 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 <i>The Black Market</i> Key Qualifications & Responsibilities <ul style="list-style-type: none">• 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 <i>Fashionable Fashionista</i> <ul style="list-style-type: none">• 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 <ul style="list-style-type: none">• Made clothes for local celebrities that increased exposure for a clothing line.• Wrote a popular fashion column in the student paper.
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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