

Frida Lindstrom

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WORK EXPERIENCE

Lindex Sweden AB

Stockholm, Sweden

Visual Merchandiser

Sep 2019 - Present

- Plan and implement in-store campaigns, styling mannequins and keeping visual communications in the store up to date.
- Assisting the store manager with long-term as well as daily planning.
- Analyze daily and weekly sales figures and follow visual guidelines to help maximize store profit.
- Coach and develop the store's staff and interns according to the company's visual concept and guidelines.

Lindex Sweden AB

Stockholm, Sweden

Assistant Store Manager

Oct 2018 - August 2019

- Assist the store manager and oversee the planning, organizing, and delegating of work among staff.
- Cash management and daily closing declarations.
- Daily analyze store sales and suggest ways to increase sales and improve business.
- Responsible for the women's department, keeping current trends, floor sets and key areas up to date in line with store concept and visual guidelines.

Lindex Sweden AB

Malmö, Sweden

Assistant Store Manager

Sep 2017 - Sep 2018

- Assist the store manager and oversee the planning, organizing, and delegating of work among staff.
- Responsible for the lingerie department; rearranged, merchandised and replenished new stock as it arrived.
- Trained and developed new staff according to company policy and guidelines.

Lindex Sweden AB

Malmö, Sweden

Visual Merchandiser Assistant & Sales Advisor

January 2016 - December 2016

- Delivered weekly floor moves, window installations and mannequin styling.
- Part of the support VM-team for new store openings and refurbishments.
- Analyzed daily and weekly sales figures and followed visual guidelines to help maximize store profit.
- Staying up-to-date with all new products to deliver excellent knowledge and service to customers.

Lindex Sweden AB

Lund, Sweden

Visual Merchandiser

May 2014 - Dec 2015

- Planned and implemented in-store campaigns, styled mannequins and kept visual communications in the store up to date.
- Assisted the store manager with long-term as well as daily planning.
- Analyzed daily and weekly sales figures and followed visual guidelines to help maximize store profit.
- Coached and developed the store's staff and interns according to the company's visual concept and guidelines.
- Part of the support VM-team for new store openings and refurbishments.

EDUCATION

Santa Monica Community College

Associate in Arts in Fashion Merchandising

Santa Monica, CA. USA

Aug 2009 - June 2012

- Relevant Coursework: Fashion Buying, Fashion Marketing, Business Communication, Fashion Show Production, Apparel Construction, Computer Assisted Fashion Illustration and Design, Fashion Trends and Design
- Achievements: Dean's Honor List. Accountant and participating designer in LA Mode Fashion Show May 2012

INTERNSHIP/EXPERIENCES

Fashion Stylist Rafael Linares

Assistant stylist

Los Angeles, CA. USA

July 2012 - Nov 2012

- Assisted Head Stylist in storyboards and garment selection for upcoming photo shoots.
- Prepared garments and accessories and dressed models during photo shoots.

Sara Helene Designs

Stylist

Los Angeles, CA. USA

June 2012 - Oct 2012

- Prepared garments and accessories used for the photoshoots, creating looks for upcoming lookbooks in collaboration with the designer.
- Responsible for dressing and styling models during shoots.

Gen Art

Volunteer

Los Angeles, CA. USA

October 2009

- Helped pack gift bags and prepared for the fashion show during LA Fashion Week.
- Hostess and guest service during the fashion show.

Susan Koziak Productions

Dresser

Los Angeles, CA. USA

Sep 2009 - May 2010

- Worked as a dresser backstage during fashion shows.