

Eric Thomas Rewilak

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PROFESSIONAL OVERVIEW:

Results-driven visual leader with 12 years' experience in men's and women's ready to wear, accessories, and footwear in the outlet and luxury space.

Core competencies are excellent communication skills, keen merchandising ability, highly organized, detail-oriented, motivational leadership style, collaborative business partner, customer focused. Successful track record for implementing new business processes, build/develop teams, foster positive energetic environment, communicate company vision and goals, while managing VM Team.

PROFESSIONAL EXPERIENCE:

Tory Burch, NY, NY
Global Visual Production & Operations Manager
April 2014 - Present

Manage development and budget of visual merchandising and display vehicles for North America & International Stores

Oversee and streamline installation phase of windows; hire contractors, manage on-time deliveries and installation/ removal of propping

Control cross-functional alignment with Window Creative Concept team, Visual Field Team, VM and Fashion Presentation team

Oversee resourcing materials and pricing to determine feasibility of concept given budgetary constraints

Develop Production Calendar and manage adherence to deadlines from point of receiving concept to final execution at store level

Oversee compilation of comprehensive Window Directive for execution and rollout to varying store tiers

GH Bass & Co, NY, NY
Senior Visual Manager
North America
2011 - 2014

Responsible for Visual Merchandising direction for apparel, footwear, and accessory categories in U.S. and Canada

In-Store Visual Marketing: Drove positive sales with shift to more refined trend-right marketing / visual techniques, while establishing new competitive pricing strategy

Visual Manager
North America
2008 - 2011

National and Regional Sales Conferences: Develop brand environment and communicate marketing strategies to Sales and Field Organization at annual sales conference

Delivered both climate and region specific marketing and floorsets to international partners, utilizing consumer database identified from consumer research

Collaborated with Store Design & Management to implement new concept store prototype, increasing \$ per square feet in high volume markets

Mini Company" Store Prototype: Introduced apparel into emerging markets generating additional \$1.0M in sales and +12% comp increase

Conversion Rate Program: Implemented for high traffic/low transaction rate stores, yielding improvement of 36% in retail sales

Weejuns Anniversary National Campaign: Focused on heritage and authenticity of the Weejuns via QR codes, website, Facebook, photo shoot, in-store music to support product improvement

Geoffrey Beene, Bridgewater, NJ
Marketing & Visual Manager
2006 - 2008

Created Womens pant length destination including petites with marketing support, enhancing visual presentation, and shopping ease resulting in increased sales

Visual Presentation Coordinator
2004 - 2006

Increased UPT's with creation of suit separates / tank destination shop

Voted Top MVP in 2007 for Geoffrey Beene organization

Established visual standards through regional visual seminars

Collaborated with Design and Creative Marketing in photo shoot process from product selection to creative development of in-store marketing

Strategically aligned buy quantities with visual presentations

Create, photograph and execute the monthly visual presentation floorset schematic

Izod, Bridgewater, NJ
2002 - 2004
Marketing / Visual Internship

Participated in the development and execution of all seasonal display props

Created and input store specific surveys to capture accurate store setup and inventory positioning

ACCOMPLISHED SKILL SET:

MS Office
Power Point
Adobe Illustrator
Adobe Photoshop
Adobe In-Design
Adobe Acrobat
Keynote

EDUCATION:

PENN STATE UNIVERSITY: Bachelor of Science- Business Administration

TEMPLE UNIVERSITY: International Business Management, Rome, Italy

SPECIAL INTERESTS:

Travel
Fundraising for underprivileged children
Cycling
Painting
Rowing
Learning French & Polish
Cooking
Live Concerts