

INTERIOR DESIGNER

Summary

Talented Designer and Retail Merchandiser skilled at using product placement and creating uniquely inspiring displays. Collaborates with company headquarters and sales managers to create product display solutions that boost sales revenue.

Highlights

- Store layout design
- Interactive displays
- Common store planning
- AutoCad
- Store communication
- Store maintenance
- Graphic displays
- Working remotely

Accomplishments

Selected for national brand building campaign, responsible for planning, implementing, and producing makeover videos and marketing content.

Experience

Interior Designer 08/2013 to Current Company Name City , State

- Interior Design Specialist at IKEA Sunrise store.
- Supported growth and development as leader of local market research project.
- Designed unique and centrally planned displays.
- Created inspiring homes and rooms that showcase products in function and boost sales.
- Worked with vitality to motivate people to visit the store more frequently
- Worked to promote IKEA as leaders of life at home
- Remodeled employee resource center to promote a better everyday life at work.

National Marketing Campaign IKEA Home Tour 12/2013 to 12/2014 Company Name City , State

- Interior designer, host, video producer, and video editor for IKEA Home Tour marketing campaign.
- Pioneered unique marketing project in various markets in the US.
- Supporting a crew with various skills with little direct supervision.
- Planning and implementing in-home makeover projects.
- Distributing marketing content for social media.
- Creating brand specific communication.
- Speaker and promoter for live and on air marketing events.
- Contributed to a positive ROI for the project.

Visual Merchandiser 01/2011 to 08/2013 Company Name City , State

- Planned, implemented, and maintained store layouts to support commercial priorities.
- Adapted and implemented centrally planned display areas throughout the commercial calendar.
- Strategically merchandised product displays to maximize sales.
- Created inspirational and clear brand communication within the store showroom and shopping areas.
- Adapted plans on the fly to account to architectural discrepancies.
- Distinguished as a key contributor on assignment to Orlando store marketplace remodel.

Freelance Designer 07/2007 to 01/2011 Company Name City , State

- Residential interior design