

# NOUFAL EA

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## SUMMARY

Creative and detail-oriented Visual Merchandiser with a strong eye for fashion and design. Skilled in creating visually appealing displays that enhance the customer shopping experience and drive sales. Experienced in executing seasonal floor sets, window displays, and promotional layouts aligned with brand identity. Proven ability to analyze store layout and customer behavior to optimize product placement. Strong collaboration and communication skills with the ability to work efficiently in fast-paced retail environments.

## WORK EXPERIENCE

### RELIANCE RETAIL LIMITED KODUNGALLUR, KERALA

MAY 2022 - FEB 2025

- Actively oversee and contribute to sales performance across footwear, apparel, and accessories, ensuring excellent customer service and achieving sales targets.
- Lead, guide, and supervise visual merchandising team members in planning and executing creative, brand-aligned store layouts and product displays to enhance the shopping experience and boost sales.

### VM RESPONSIBILITIES

- New store set-up
- Store Layout and Design
- Product Display
- Brand Consistency
- Lighting and Color
- Schemes Window
- Displays Promotions and Signage
- Inventory Management
- Customer Experience
- Seasonal and Event Planning

## EDUCATION

### Bachelor of Business Administration

#### Rabindranath Tagore University

- Improved leadership and decision-making skills for managing energy projects and investments.
- Familiar with emerging trends in renewable energy, carbon management, and energy transition strategies.

### Professional Diploma in Logistics & Shipping Management

#### MES Asmabi College P. Vemballur

- Gained in-depth knowledge of supply chain operations, international shipping procedures, and freight documentation.
- Developed skills in inventory management, warehousing, import/export regulations, and transportation logistics.

## ADDITIONAL INFORMATION

**Software Proficiency:** MS Office, SAP, Canva

**Languages:** English (Fluent), Malayalam (Fluent).