

# MUHAMMED SHAHAS TK

## VISUAL MERCHANDISER



### CONTACT

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- 📍 Malappuram, Kerala, India

### EDUCATION

JD INSTITUTE OF FASHION TECHNOLOGY, ERIAKULAM, KERALA, INDIA | 2022

- Diploma in Visual Merchandising

MIHSS PONNANI, KERALA, INDIA | 2018

- Higher secondary education (Plus two)

ISS HSS PONNANI, KERALA, INDIA | 2016

- SSLC(Senior Secondary school)

### SKILLS

- Basic Visual Display Techniques
- Color Coordination and Styling
- Mannequin Styling and Dressing
- Window Display Setup
- Product Placement and Zoning
- Basic Store Layout Understanding
- Trend and Season-Based Display Planning

### LANGUAGES

- English
- Malayalam
- Hindi

### PROFILE

Creative and detail-oriented Visual Merchandiser with one years of experience in designing compelling in-store displays that drive customer engagement and boost sales. Skilled in trend analysis, space planning, and brand consistency, with a proven ability to transform retail environments into visually appealing, customer-friendly spaces. Passionate about delivering innovative merchandising solutions that align with brand identity and enhance the shopping experience.

### WORK EXPERIENCE

#### Mark and Save, Kuwait

Visual merchandiser Dec 2024 - Apr 2025

- Created visually compelling product displays to align with seasonal campaigns and brand identity.
- Ensured consistent styling and display execution across departments.

#### Reliance Retail Limited (TRENDS) Kerala, India

Visual merchandiser Jan 2023 - Mar 2024

- Implemented visually engaging product displays that aligned with brand standards and drove customer interest.
- Conducted regular store audits to ensure product placement was consistent with current trends and seasonal themes.
- Trained and supported store staff on visual merchandising best practices, ensuring brand consistency across all displays.

#### Fine Fair India Pvt. Ltd (Kair) Kerala, India

Store Incharge Dec 2020 - Mar 2022

- Oversaw daily store operations, including inventory management, staff supervision, and ensuring excellent customer service.
- Developed attractive visual displays for children's clothing, increasing foot traffic and enhancing brand visibility.
- Managed stock levels and coordinated with suppliers to ensure timely product replenishment.

#### Beauty Silks Wedding centre Kerala, India

Salesman May 2019 - Dec 2020

- Delivered exceptional customer service in a high-demand retail environment, assisting clients with product selection for weddings and special occasions.
- Provided expert advice on fashion trends, bridal attire, and accessories, resulting in increased sales and customer satisfaction.

### CERTIFICATIONS

#### Fashion Design

Coursera-Parsons school of design

March 05-2024 Completed