

JINI MATHEW

visual merchandiser

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 Thiruvalla, pathanamthitta

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ABOUT ME

Dynamic VisualMerchandiser with 2 years of experience designing compelling in-store displays and seasonal layouts that captivate customers and boost sales. Skilled at translating brand identity into visually engaging product presentations, driving foot traffic, and optimizing customer experience. Recognized for blending creativity with data-driven strategies to deliver measurable results.

EDUCATION

BHARATHIAR UNIVERSITY

Bachelor of design

2019 – 2022

PLUS TWO

st.theresas bethany convent higher secondary school

HIGH SCHOOL

st.theresas bethany convent higher secondary school

SKILL

- visual creativity
- color theory and styling
- space planning window
- display design time
- management
- instructional skills
- brand consistency team
- collaboration sales data
- analysis problem solving
- Draping and styling
- window display design
- Lighting technique

WORK EXPERIENCE

Luluinternational shopping mall

2024–NOW

- Design and implement visual appealing store displays.
- floor plans
- Arrange products in attractive and saleable manner.
- create seasonal and promotional displays.
- Enhance customer shopping experience through visual elements.

swayamvara silks

2023–2024

- coordinate with marketing teams
- Analyze sales data to evaluate the effectiveness of displays and adjust strategies.
- develop seasonal window and in-store layouts in line with brand identity.

Deepthi's angel botique

**6 month
internship**

- production incharge.
- workingwithwiderdevelopment team.
- planningproduction targetsand budgets,and monitoring production schedules to ensure orders are completed on time.

Best active apparel pvt.limited

- Quality control is to identify and correct any deviations from the established quality standards.
- create and update quality assurance documentation and checklists.

ACHIEVEMENT

- NSS certificate holder
- one of the coordinator of wedding expo organized by lulu celebrate.
worked different fashion shoots for lulu celebrate.

LANGUAGE

- English
 - Tamil
 - Malayalam
 - Hindi
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