

CHARLES BURLEY

1 WELLINGTON MANSIONS, LONDON, N16 7TP

CHARLESBURLEY2@GMAIL.COM • 07599 306711 • CHARLESBURLEY.COM

PROFILE

I'm a creative Visual Merchandiser with a passion for storytelling, seasonal rollouts, and brand-aligned displays. I've led teams, trained VM trainees, and curated showroom setups. With a BA from UAL in Visual Merchandising, and recent web development studies, I'm increasingly focused on how digital and physical retail connect.

WORK EXPERIENCE

UGG — *Visual Merchandiser Coordinator*

April 2024 – Present

- Created clear visual guides for stores based on seasonal brand themes.
- Planned and managed visual updates across all store locations.
- Helped set up visuals in new stores to match brand standards.

PolicyCON — *Frontend Developer (Freelance)*

2024 – 2025

- Built responsive UI components for an analyst marketplace using React and Tailwind CSS.
- Helped design and showcase featured analysts to drive engagement and discoverability.
- Improved mobile experience for a landing page to support user conversions.

Fred Perry — *Visual Merchandiser Manager*

2019 – 2024

- Assisted VM team with displays, floor moves, and visual materials.
- Organised and tracked props, tools, and deliveries.

Club Monaco Sloane Square — *Visual Merchandiser Manager*

2018 – 2019

- Executed monthly visual refreshes and window displays.
- Supported store openings and events, ensuring brand compliance.

Weekday Westfield Stratford — *Visual Merchandiser Manager*

2017 – 2018

- Key role in opening first UK stores (Regent Street & Stratford).
- Managed window displays, seasonal layouts, and trained VM trainees.

& Other Stories Regent Street — *Visual Merchandiser*

2015 – 2017

- Led VM team across womenswear, shoes, and beauty departments.
- Managed store openings in Malmö and London, trained staff on brand standards.

EDUCATION & LANGUAGES

edX/Skills for Life, London

May 2024 – August 2024

- Certificate in Frontend Web Development

University of the Arts London (UAL), London

2012 – 2015

- BA (Hons) Fashion Visual Merchandising and Branding, 1:1

Languages

- Fluent in English (spoken and written), native in Spanish & Catalan
-

KEY SKILLS

- Visual Merchandising
- Window Displays
- Seasonal Campaigns
- Showroom Styling
- UX/UI
- Team Leadership
- Staff Training
- Microsoft Office (Excel, Word, PowerPoint)
- CMS Familiarity
- Adobe Creative Suite