

Allison Rosenberg

123 Convoy St, San Diego, CA 12345
aUisonrosenberg@example.com
(123) 456-7890

A Visual Merchandiser with five years of professional experience specializing in fashion design, product marketing, graphic design, and merchandising. A proven track record of creating and implementing visually compelling displays for fashion products in high-traffic retail locations.

Education

Bachelor of Arts (B.EA.) Fine Arts
University of San Diego, San Diego, CA
September 2013 - May 2017

Key Skills

- ◆ Visual Merchandising
- ◆ Fashion Trends
- ◆ Retail Sales
- ◆ Product Marketing
- ◆ Visual Displays

Professional Experience

Visual Merchandiser
Anthropo Logie, San Diego, CA | May 2019 - Present

- Define visual direction for in-store product marketing displays across five store locations for a high-end women's fashion brand, manage product flow, and identify opportunities to improve merchandising strategies and print signage
- Create digital and print signage for product displays, develop planograms, and identify optimal floor placement, resulting in a 20% increase in sales YOY
- Improve revenue by J55OK per year across five store locations by analyzing sales metrics and redesigning visual merchandising materials for underperforming products

Sales Associate
Nordstrom, San Diego, CA | July 2017 - May 2019

- Conducted research on emerging fashion trends, evaluated sales metrics, performed competitive analysis, and identified opportunities to enhance product stories
- Oversaw outfitting of mannequins for new product launches and ensured aesthetic alignment of product displays with brand identity and messaging
- Traveled to seven store locations to provide feedback to field Leaders, analyzed floor displays, and delivered visual merchandising solutions based on space and architecture