

Selena Ramirez

123 Bedford Avenue,
New York, NY, 12345
selen3ramirez@example.c0m
{123}456-7890

A Visual Merchandising Leader with 10+ years of experience specializing in planograms, merchandising, strategic planning, and product marketing. A strong history of creating compelling visual displays and identifying optimal sightlines and focal points to maximize product exposure.

Key Skills

- ◆ Visual Merchandising
- ◆ Landscaping
- ◆ Digital Signage
- ◆ Product Storytelling
- ◆ Retail Sales

Professional Experience

Visual Merchandiser

IKEA, New York, NY | May 2017 - Present

- Manage visual marketing directives for a leading furniture store, oversee the development of compelling product stories for new launches, create digital signage, and identify key focal points to attract customer attention and maximize sales
- Achieve a 10%-17% increase in retail sales YOY and drive visual merchandising redesigns to enhance the brand appeal, resulting in over \$700K in revenue in 2021
- Identify optimal lighting for displays to create an attractive ambience and utilize landscaping techniques to elevate products and enhance visibility

Visual Merchandiser

Way fair, New York, NY | July 2012 - May 2017

- Served as the lead visual merchandising for a high-end furniture store, developed print signage and visual marketing designs, conducted landscaping to elevate displays, and improved annual sales by 45% over five years
- Selected seasonal and core product assortment for furniture products, determined pricing strategies based on sales forecasts, and improved floor placement and sightlines

Education

Bachelor of Arts (B.A.) Marketing

Columbia University, New York, NY | September 2008 - May 2012