

# Raymond Ortiz

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A Visual Merchandiser with entry-level experience, specializing in merchandising, graphic design, print production, and visual marketing. Adept at coordinating with marketing teams to develop, implement, and maintain high-impact retail displays to maximize product sales.

## Education

### Bachelor of Arts (B.A.)

#### Marketing

University of Miami, Miami, FL  
September 2017- May 2021

## Key Skills

- Visual Merchandising
- Graphic Design
- Product Displays
- Marketing Strategy
- ◆ Visual Design

## Professional Experience

### Visual Merchandiser

Miami Craft Beverages, Miami, FL | May 2021 - Present

- Coordinate with the visual design manager to develop and implement visual displays for a craft beer retail store, including identifying the optimal placement of floor and window displays based on foot traffic and product section
- ◆ Increase monthly sales by 15% in 2021 by identifying opportunities to enhance the appeal of visual merchandising designs and improve store ambience using landscaping
- Perform installation and removal of window presentations and in-store displays in support of promotional events for new product launches

### Sales Associate

Wine & Spirits, Miami FL | June 2020 - May 2021

- Conducted retail sales for wine and liquor products, provided high-quality customer service, and coordinated with team members to receive product shipments
- ◆ Installed and maintained visual floor displays for products, which included interfacing with third-party representatives to identify appropriate placement