

Allison Rosenberg

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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.F.A.) 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

Anthropologie, 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 \$550K 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