

# Selena Ramirez

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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

*Wayfair, 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