

# WILLIAM PEREZ Visual Associate

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#### PROFESSIONAL SUMMARY

Creative Visual Associate with 7 years of experience in retail merchandising and customer engagement. Expert in designing captivating displays that enhance brand identity and drive sales. Proven track record of collaborating with cross-functional teams to deliver exceptional shopping experiences while aligning with business objectives.

### WORK EXPERIENCE

#### Visual Associate

Mar/2021-Ongoing

Seaside Innovations

📮 Santa Monica, CA

- 1. Partnered with the Regional Visual Coordinator to execute visual merchandising strategies.
- 2. Restructured merchandise displays based on detailed floor plans and planograms.
- 3. Dressed mannequins with on-trend clothing to attract customer attention.
- 4. Installed promotional materials and collateral to enhance store aesthetics.
- 5. Participated in regional remodels and special event setups for multiple locations.
- 6. Created visually appealing product displays that showcased the brand effectively.
- 7. Provided personalized assistance to customers in selecting furniture and decor.

#### Visual Associate

Silver Lake Enterprises

**耳** Seattle, WA

- 1. Designed and maintained visual displays in accordance with Gap Inc. standards.
- 2. Delivered exceptional customer service, fostering a welcoming shopping environment.
- Managed cash registers and daily financial transactions with accuracy.
- 4. Collaborated with store management to enhance visual merchandising strategies.
- 5. Promoted to Visual Associate within two weeks for outstanding performance.
- 6. Built strong relationships with customers, enhancing brand loyalty.

## EDUCATION

#### Bachelor of Arts in Visual Merchandising

mar/2015-Mar/2018

Fashion Institute of Technology

**₮** Portland, OR

Studied visual merchandising principles, retail marketing, and consumer behavior.

# Visual Merchandising Software Graphic Design Signage Creation

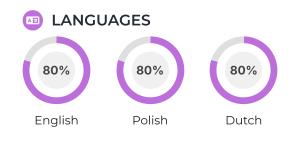
Social Media Skills











#### **ACHIEVEMENTS**



Successfully executed seasonal displays that enhanced customer foot traffic by 30%.