

# EMMA JOHNSON

## Visual Merchandiser

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### PROFESSIONAL SUMMARY

Creative Visual Merchandiser with 10 years of experience in enhancing brand presence through innovative displays. Proven ability to drive sales and engage customers through strategic visual storytelling and merchandising techniques.

### WORK EXPERIENCE

#### Visual Merchandiser Manager

📅 Jan / 2019-Ongoing

WidgetWorks Inc.

📍 Denver, CO

1. Oversee the visual presentation of store layouts, ensuring alignment with corporate branding and standards.
2. Regularly refresh store displays to maintain customer interest and engagement.
3. Leverage visual merchandising tools to create impactful monthly floor sets tailored to customer demographics.
4. Collaborate with the Regional Visual Manager to identify and implement market-specific visual strategies.
5. Analyze sales data and customer feedback to adapt merchandising strategies effectively.
6. Serve as a mentor for team members, enhancing their visual merchandising skills and knowledge.
7. Implement brand-appropriate solutions to address unique store needs, driving overall sales performance.

#### Visual Merchandiser/Stylist

📅 Jan / 2015-Jan / 2019

Silver Lake Enterprises

📍 Seattle, WA

1. Elevate customer experience by curating sophisticated visual displays that reflect current trends.
2. Design and style mannequins to showcase seasonal collections effectively.
3. Create visually striking wall displays that enhance product visibility and appeal.
4. Recognized for excellence in visual presentation, receiving accolades within the region.
5. Maintain and update visual fixtures to ensure alignment with new product arrivals.
6. Conduct training sessions for associates on visual standards and merchandising techniques.
7. Stay informed on industry trends and product launches to enhance visual strategies.

### EDUCATION

#### Bachelor of Arts in Fashion Merchandising

📅 Jan / 2012-Jan / 2015

Fashion Institute of Technology

📍 Santa Monica, CA

Focused on visual merchandising, retail marketing, and consumer behavior.

### SKILLS

Visual Sales Strategies

Inventory Control

Visual Display Design

Trend Analysis

### ACHIEVEMENTS

- 🌟 Increased store sales by 25% through innovative visual merchandising strategies.
- 🌟 Successfully executed seasonal displays that boosted foot traffic by 30%.
- 🌟 Trained and developed a team of 10 associates in visual merchandising best practices.