ISABELLA CLARK

International Visual Merchandising Manager

PROFESSIONAL SUMMARY

Innovative Visual Merchandising Manager with over 5 years of experience in creating impactful retail environments that enhance customer interaction and drive sales. Expertise in developing strategic visual merchandising initiatives that align with global brand objectives. Committed to leveraging market insights and fostering team collaboration to optimize visual presentation across diverse markets.

WORK EXPERIENCE

International Visual Merchandising Manager

Mar / 2022-Ongoing

Seaside Innovations

■ Santa Monica, CA

- 1. Conceptualized and implemented innovative in-store displays that boosted customer engagement.
- 2. Managed visual presentation of merchandise to create a cohesive brand experience.
- 3. Coordinated layout changes and fixture arrangements to optimize sales and traffic flow.
- 4. Oversaw inventory management, ensuring timely restocking and visual integrity.
- 5. Collaborated with marketing teams to align promotional displays with brand campaigns.
- 6. Served as the main liaison for visual merchandising initiatives across departments.
- 7. Conducted training sessions for staff on visual standards and merchandising techniques.

Visual Merchandising Manager

mar/2020-Mar/2022

♣ Chicago, IL

Lakeside Apparel Co

- 1. Consulted with marketing teams to identify key merchandise for display promotions.
- 2. Interpreted design concepts from visual planners and executed them in-store.
- 3. Developed fresh ideas for window displays and in-store decorations to drive sales.
- 4. Rotated displays regularly to reflect new inventory and marketing strategies.
- 5. Maintained organized records of display props and merchandising materials.
- 6. Guided staff in effective use of color and arrangement for displays.

EDUCATION

Bachelor of Arts in Visual Merchandising

Mar/2018-Mar/2020

Fashion Institute of Technology

耳 Denver, CO

Focused on the principles of visual merchandising and retail design.

SKILLS

Visual Merchandising Strategy

Team Leadership And Development

Visual Presentation Tools

Retail Analytics

ACHIEVEMENTS

Increased sales by 20% through visually impactful store layouts.

Developed a global visual merchandising guide adopted across 30 stores.

Implemented seasonal display strategies that boosted foot traffic by 15%.