



# Olivia Martinez

Retail Visual Merchandiser

## CONTACT

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San Francisco, CA

## EDUCATION

### Bachelor of Arts in Fashion Merchandising

University of California, Berkeley

Graduated: May 2019

### Certifications

- Google Analytics Certified – Certified: January 2023
- Certified Visual Merchandiser (CVM), – Visual Merchandising Association – Certified: March 2022

## LINKS

LinkedIn: /in/oliviamartinez

## PROFESSIONAL SUMMARY

Highly motivated and creative Visual Merchandiser with 6+ years of experience in retail settings. Adept at creating visually appealing displays to drive sales and improve the customer shopping experience. Seeking to leverage my skills in a dynamic retail environment at Macy's.

## EXPERIENCE

### Visual Merchandiser

2021 - Now

#### Target, San Francisco, CA

- Develop and implement seasonal visual merchandising strategies for a 40,000 sq. ft. store.
- Work closely with the buying team to display new merchandise and ensure proper inventory management.
- Increase foot traffic and sales in the women's apparel section by 25% through strategic product placement and window displays.
- Train and supervise a team of 3 associates, ensuring alignment with corporate visual standards.
- Maintain high standards of cleanliness and organization throughout the store, enhancing overall customer experience.

### Assistant Visual Merchandiser

2019 - 2021

#### Nordstrom, San Francisco, CA

- Assisted in designing and executing floor plans for new collections, promotions, and seasonal events.
- Coordinated window display setups for seasonal promotions, ensuring alignment with brand guidelines.
- Conducted regular store audits, maintaining consistency across all visual displays.
- Monitored product movement and provided recommendations to the management team on layout adjustments.

## SKILLS

Retail Visual Merchandising	★★★★★
Floor Set Design & Product Placement	★★★★★
Creative Direction & Display Design	★★★★★
Space Planning & Store Layout Optimization	★★★★★
Team Leadership & Staff Training	★★★★★
Customer Engagement & Brand Representation	★★★★★