



 (212) 555-7890

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 New York, NY

 LinkedIn

EDUCATION

Bachelor of Arts in Fashion Merchandising

Parsons School of Design | New York, NY
| 2018

Advanced Retail Merchandising Certification

Fashion Institute of Technology, 2021

SKILLS

- Store layout planning
- Trend forecasting
- Window display design
- Adobe Creative Suite
- Retail analytics
- Cross-functional collaboration
- Product placement strategy
- Visual storytelling

SOPHIA REYNOLDS

VISUAL MERCHANDISER

PROFESSIONAL SUMMARY

Creative and trend-savvy Visual Merchandiser with experience designing engaging store layouts and product displays to enhance customer experience and drive sales. Skilled in analyzing consumer behavior, managing inventory presentation, and collaborating with marketing teams to align visuals with brand identity.

EXPERIENCE

- May 2021 - Now

Visual Merchandiser

Bloom & Taylor Department Stores / New York, NY

- Develop and execute visually compelling window and in-store displays that align with brand identity and seasonal trends, increasing foot traffic by 18%.
- Collaborate with marketing, buying, and operations teams to ensure cohesive merchandising strategies that support promotions and sales objectives.
- Analyze customer shopping behaviors and sales data to adjust layouts, improving high-margin product visibility and increasing conversions.
- Lead a team of junior merchandisers and train sales associates on brand presentation, display maintenance, and visual merchandising principles.
- Oversee store zoning and fixture placement, optimizing product flow and enhancing the shopping experience.

- July 2018 - April 2021

Assistant Visual Merchandiser

Harlow & Co. / Brooklyn, NY

- Assisted in implementing store-wide seasonal resets, ensuring alignment with corporate visual standards and regional consumer preferences.
- Maintained inventory accuracy and visual appeal by coordinating stock replenishment, reducing out-of-stock incidents by 22%.
- Researched and incorporated emerging design trends, enhancing the aesthetic appeal of store layouts and increasing dwell time.
- Partnered with store managers to adjust display strategies based on weekly sales performance and customer feedback.
- Developed merchandising reports for regional managers to highlight sales trends and suggest improvements.