
 (555) 321-9876

 danielwhite@email.com

 New York, NY

Portfolio: [danielwhitedesigns.com](http://danielwhitedesigns.com)

## EDUCATION

### Bachelor of Science in Digital Media & Marketing

New York University  
Graduated: May 2019

### Google Ads Certified

Certified: March 2023

### Adobe Certified Expert in Illustrator

Certified: February 2022

## SKILLS

- eCommerce Visual Merchandising
- Digital Content Creation & Photography
- UX/UI Design Principles
- Image Editing Software (Photoshop, Lightroom)
- Conversion Rate Optimization (CRO)
- Data Analysis & A/B Testing
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- HTML/CSS for Digital Merchandising
- Google Analytics & SEMrush

# DANIEL WHITE

## DIGITAL VISUAL MERCHANDISER

### PROFESSIONAL SUMMARY

Innovative Digital Visual Merchandiser with 6 years of experience optimizing eCommerce platforms through high-impact visuals, user-centered designs, and creative solutions.

### EXPERIENCE

- January 2022 - Now

#### Digital Visual Merchandiser

ASOS, New York, NY /

- Create visually appealing and conversion-driven digital displays for the website, mobile app, and email campaigns, increasing sales by 20%.
- Collaborate with web designers and marketing teams to optimize product imagery, ensuring high-quality presentation and seamless user experience across platforms.
- Implement digital content strategies for seasonal promotions, ensuring brand consistency and visually engaging online campaigns.
- A/B test visual content and layouts to continuously improve product presentation and enhance user interaction.
- Design digital banners and graphics for paid advertisements and social media marketing, driving online traffic and engagement.

- May 2019 - December 2021

#### Junior Digital Merchandiser

Nordstrom Rack, New York, NY /

- Assisted in managing and uploading product listings on the website, optimizing for visual appeal and SEO best practices.
- Worked with the merchandising team to translate in-store displays into eCommerce-ready visuals, ensuring cohesive brand representation.
- Conducted image quality checks to ensure all product images were up to company standards.
- Analyzed customer feedback and online shopping behavior to improve digital product placement and visual hierarchy.