



Rachel Green

VISUAL MERCHANDISER

(323) 555-8452

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United States, Los Angeles, CA

SKILLS

Space planning and design	Expert
Trend analysis and product placement	Expert
Creativity skills	Expert
Adobe Photoshop	Expert
Strong understanding of visual storytelling	Expert
Knowledge of color theory and product placement	Expert

LANGUAGES

- English (Native)
- Spanish (Conversational)

HOBBIES

- Fashion trend forecasting and styling
- Interior design and home décor projects
- Photography

PROFESSIONAL SUMMARY

Creative and detail-oriented Visual Merchandiser with over 5 years of experience designing engaging product displays that increase customer engagement and sales. Expertise in trend analysis, space planning, and utilizing visual storytelling to enhance store environments.

EXPERIENCE

April 2021 - Now

Visual Merchandiser

H&M / United States, Los Angeles, CA

- Design and implement window and in-store displays that drive customer interest and enhance the brand's image.
- Monitor and adjust displays to reflect current promotions, seasonal trends, and product availability.
- Conduct regular store audits to ensure visual standards are met and suggest improvements to management.
- Collaborate with the marketing team on campaigns and events that tie into visual merchandising efforts.

January 2018 - March 2021

Junior Visual Merchandiser

Zara / United States, Los Angeles, CA

- Assisted in designing and updating store displays, ensuring they adhered to corporate guidelines and seasonal trends.
- Created visual plans for new store openings and seasonal transitions, ensuring timely execution and organization.
- Worked closely with the store manager to organize product placements for maximum visibility and sales.

EDUCATION

2013 - 2017

Bachelor's Degree in Fashion Merchandising

University of Southern California / United States, Los Angeles, CA

Fashion Styling and Design Certification

Fashion Design Academy / Certification Date: March 2020

Certified Visual Merchandiser

Visual Merchandising Institute / Certification Date: July 2018