

Aisha Patel

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SUMMARY

Enthusiastic and detail-oriented visual merchandising graduate with hands-on experience in retail environments. Proven ability to enhance product presentation and optimize customer engagement through creative display strategies.

EXPERIENCE

Visual Merchandising Intern

Jun 2022 - Present

Chic Boutique, Los Angeles, CA

- Increased in-store foot traffic by 20% through strategic window displays and seasonal layouts.
- Collaborated with the marketing team to develop visually compelling promotional signage, boosting sales by \$15,000 during key events.
- Utilized Adobe Creative Suite to design and execute innovative product displays, enhancing customer engagement.

Retail Sales Associate

May 2021 - May 2022

Fashion Hub, Los Angeles, CA

- Assisted in maintaining store presentation standards, leading to a 15% increase in customer satisfaction ratings.
- Contributed to product placement strategies that resulted in a 10% increase in accessory sales.
- Trained new employees on visual merchandising best practices and store layout optimization.

Merchandising Assistant (Volunteer)

Sep 2019 - May 2021

University Retail Store, Los Angeles, CA

- Developed seasonal displays that improved product visibility and increased sales by 25% during back-to-school promotions.
- Coordinated inventory management and display updates, ensuring timely restocking and optimal product placement.
- Participated in team brainstorming sessions to enhance visual merchandising techniques and store aesthetics.

EDUCATION

Bachelor of Science in Fashion Merchandising

May 2021

California State University, Los Angeles, Los Angeles, CA • GPA: 3.8

SKILLS

Technical Skills: Visual Merchandising Techniques, Product Display Design, Customer Engagement Strategies, Inventory Management

Tools & Frameworks: Adobe Creative Suite, Microsoft Office, Retail Management Software