

Mariana Patel

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SUMMARY

Creative and results-driven Visual Merchandiser with over 5 years of experience in enhancing customer engagement and driving sales through innovative visual displays. Proficient in utilizing design software and understanding consumer behavior to create impactful merchandising strategies.

EXPERIENCE

Visual Merchandiser

Jan 2022 - Present

Fashion Forward Inc., Los Angeles, CA

- Increased product visibility by 30% through strategic window displays and in-store layouts, leading to a 15% rise in foot traffic.
- Collaborated with the marketing team to implement seasonal campaigns, resulting in a 20% growth in sales during peak periods.
- Utilized Adobe Creative Suite and SketchUp to design interactive displays that enhanced customer experience and boosted engagement.

Junior Visual Merchandiser

Jun 2019 - Dec 2021

Trendy Boutique, San Francisco, CA

- Redesigned store layout, improving customer flow and increasing sales per square foot by 25%.
- Executed promotional displays that contributed to a 10% increase in sales for featured products.
- Assisted in the training of new staff on visual merchandising techniques and store maintenance.

Merchandising Assistant

Aug 2018 - May 2019

Urban Styles, San Diego, CA

- Supported the merchandising team in developing visual concepts for new product launches, achieving a 15% higher conversion rate.
- Maintained inventory levels and ensured timely replenishment of visual displays, reducing stockouts by 20%.
- Conducted market research to stay ahead of trends, which informed seasonal display strategies.

EDUCATION

Bachelor of Science in Fashion Merchandising

May 2018

California State University, Los Angeles, Los Angeles, CA • GPA: 3.7

SKILLS

Technical Skills: Visual Merchandising, Adobe Creative Suite, SketchUp, Retail Analysis

Tools & Frameworks: POS Systems, Salesforce, Google Analytics