

Gary White

Visual merchandiser

AREAS OF EXPERTISE

Product placement

Space planning

Creative

Brand marketing

Maximising sales opportunities

Cross merchandising

Fashion retail merchandising

Fixture layout

PROFESSIONAL

Spanish speaker

First aid certificate

PERSONAL SKILLS

Creative flair

Attention to detail

Goals orientated

PERSONAL DETAILS

Gary White
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Coventry
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DOB: 12/09/1985
Driving license: Yes
Nationality: British

PERSONAL SUMMARY

Highly creative with the ability to drive brands forward through innovative visual schemes and concepts. Possessing a proven ability to make a strong impact with visual merchandising and have a flair for redesigning in-store layouts to drive sales forward. Have strong product knowledge and currently working as part of a close knit team to ensure that best & worst sellers are monitored. Continuously implementing visual guidelines to make sure that visual standards are maintained at all times.

Looking for a suitable visual merchandiser position as the next step in an already successfully career.

WORK EXPERIENCE

Fashion Retail Store – Coventry

VISUAL MERCHANDISER June 2008 - Present

Mainly responsible for the visual representation of the shop floor by maintaining high standards of visual proposition through use of new lines to continuously update and re-freshen the look of the store.

Duties:

- Organising the effective and efficient utilisation of store space.
- Working closely with the management and marketing team to increase sales.
- Recommending brand, price point and buying depth strategies.
- Working with the VM Manager & sales teams to achieve commercial goals.
- Involved in rearranging, remerchandising & replenishing new stock as it arrives.
- Analyzing sales figures and forecasting future sales volumes.
- Communicating with other retail channels on overall business plans.
- Coordinating store display in line with brand guidelines and strategy.
- Delivering weekly floor moves, window installations and mannequin styling.
- Translating catalogues & promotions into real designs on the showroom floor.
- Reporting on mark down strategies, current performance and market trends.

KEY SKILLS AND COMPETENCIES

- An ability for combining colours and styles and putting outfits together.
- An eye for interior designs and putting showroom displays together.
- Experience of space or visual planning within the retail sector.
- Achieving business objectives by delegating.
- Proven ability to make commercial decisions that make an impact.
- Excellent sense of brand empathy.
- Fully mobile with good time management skills.
- Possess graphic design skills and experience of window décor simulations and special window concepts.

ACADEMIC QUALIFICATIONS

Visual Merchandising Foundation Degree
Nuneaton University 2005 - 2008

A levels: Maths (A) English (B) Technology (B) Science (C)
Coventry Central College 2003 - 2005

REFERENCES – Available on request.

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