



Dylan Kelly

Retail Merchandiser

Creative retail merchandiser with 5 years of experience designing floor sets, fixture layouts, and promotional displays that drive visual appeal and sales.

PROFESSIONAL EXPERIENCE

VISUAL MERCHANDISER

TRENDWORKS, PORTLAND, OR | APRIL 2019 – PRESENT

- Designed seasonal floor plans for 10+ stores, boosting foot traffic by 18%
- Developed fixture refresh cycles that increased category sales by 12%
- Trained store teams on display standards, reducing compliance errors by 35%
- Coordinated monthly vendor ship-ins for new collections, ensuring 100% on-time launch

MERCHANDISE PLANNER

RETAILCO, PORTLAND, OR | JULY 2016 – MARCH 2019

- Analyzed sales data to adjust product allocations, reducing stock-outs from 20% to 8%
- Implemented markdown strategies that improved clearance margins by 15%
- Collaborated with marketing on in-store event themes, increasing dwell time by 10%
- Produced guidelines and signage that standardized visual language across regions

EDUCATION

B.F.A. in Visual Communications

Oregon College of Art and Craft, Portland, OR | April 2016



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