

Margaret Martin

Visual Merchandising

Visual merchandiser with 5 years across women's apparel and lifestyle retail. Plan and install seasonal floor sets across multiple doors and coach store teams on standards between visits.

EDUCATION

B.A. in Apparel Design,
University of Wisconsin-Madison,
2019

Certificate in Visual
Merchandising, Fashion Institute
of Technology (online), 2021

KEY SKILLS

- Seasonal floor set planning and installation
- Window display design and styling
- Mannequin styling and color storytelling
- Multi-store district rollouts
- Planogram interpretation and execution
- Prop and signage budget management
- Visual standards auditing
- Cross-functional partnership with buying and e-commerce
- Store team coaching and training
- Adobe Photoshop and InDesign
- Photo documentation and install reference libraries
- Trend research and key item callouts

PROFESSIONAL EXPERIENCE

District Visual Merchandiser | Wrenmoor & Co., Minneapolis, MN,
2022 – Present

- Travel a 9-store district every six weeks to install floor sets, train staff, and audit visual standards
- Reduced post-install corrections in the field by 41% after launching a photo-based walkthrough template for store managers
- Partner with the buying team on monthly key item callouts so each store's focal point reflects highest-margin product
- Built a shared Dropbox of 200+ install reference photos that new VM hires use for onboarding
- Manage prop and signage budgets of about \$18,000 per season across the district

Visual Merchandiser | Anselm Lifestyle, St. Paul, MN,
2020 – 2022

- Owned weekly window changes and quarterly floor resets for a 12,000 sq ft flagship
- Styled a Mother's Day window that contributed to the store's strongest May since opening
- Coordinated with e-commerce on product feature alignment so in-store and homepage hero items matched within the same week
- Mentored 2 part-time stylists on mannequin styling and color storytelling

Visual Associate | Coppice Apparel, Madison, WI,
2019 – 2020

- Executed corporate directives for floor sets, signage, and mannequin styling on a biweekly cadence
- Maintained back-of-house prop inventory and reorder log
- Helped open a new mall location, building the initial floor set across a 14-hour install day