



Laura King

Visual Merchandising

Visual merchandiser with 7 years across apparel and home goods, balancing brand storytelling with floor-level sales lift. Known for window installations that pull foot traffic and seasonal floor sets that ship on time across multi-door regions.

CONTACT INFORMATION



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EDUCATION

B.F.A. in Visual Communication Design, Portland State University, 2017

Certificate in Retail Merchandising, Fashion Institute of Design & Merchandising (online), 2019

KEY SKILLS

- Floor set planning and planogram execution
- Window display design and installation
- Mannequin styling and color-block sequencing
- Seasonal campaign rollouts across multi-door regions
- Fixture sourcing and prop fabrication
- Cross-functional partnership with buying, planning, and marketing
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- SketchUp and 2D floor plan rendering
- Budget management and VM spend reduction
- Team training on visual standards
- Markdown and clearance display strategy
- Brand storytelling through merchandising

PROFESSIONAL EXPERIENCE

Visual Merchandising Manager | Halberd & Vine, Portland, OR
2021 - Present

- Lead VM execution across 14 doors in the Pacific Northwest, owning floor sets, fixture rollouts, and quarterly window concepts
- Redesigned denim wall planogram in flagship store and lifted unit sales 23% over the following 8-week window
- Built a roving install team of 4 stylists, cutting average set-up time per store from two days to roughly one
- Partner with buying and marketing on go-to-market sequencing so floor reveals land the same week as paid social
- Standardized prop and signage kits shipped from a central studio, trimming store-level VM spend by about a third

Senior Visual Merchandiser | Folkston Home Co., Portland, OR
2018 - 2021

- Styled weekly floor changes for a 22,000 sq ft flagship, anchoring vignettes to top-margin SKUs flagged by the buying team
- Built holiday windows that won a regional retail design award in 2020 and drove a 14% increase in walk-in traffic
- Trained 11 store associates on visual standards, mannequin styling, and color-block sequencing
- Owned weekly markdown displays, coordinating with planning to clear aged inventory before quarter close

Visual Merchandiser | Stillwater Apparel, Eugene, OR
2017 - 2018

- Executed corporate floor sets across 3 mall locations on a 6-week cadence
- Built window displays from monthly directives, customizing props with locally sourced materials within a \$400 budget per store
- Maintained mannequin styling, fixture cleanliness, and sightlines through daily walk-throughs