

LM

Linda Miller

Visual Merchandising

Senior visual merchandising leader with 14 years building VM programs for specialty and department retail. Direct national rollouts, lead creative direction for windows and in-store campaigns, and manage teams of 20+ stylists and field VMs.

CONTACT INFORMATION



(718) 555-0136



desmond.halvorsen@example.com



Brooklyn, NY 12345

KEY SKILLS

- National VM strategy and multi-door rollout
- Window concept development and installation
- Planogram design and floor set execution
- Seasonal campaign creative direction
- VM budget management (\$2M+)
- Field team leadership and regional pod structures
- Vendor and contractor negotiation
- Prop studio and fixture sourcing
- Cross-functional partnership with marketing and merchandising
- VM standards manuals and training programs
- Mannequin styling and lighting design
- Retail KPI analysis and sell-through reporting

PROFESSIONAL EXPERIENCE

DIRECTOR OF VISUAL MERCHANDISING | ASHBURY NORTHLAND RETAIL GROUP, BROOKLYN, NY
2021 – PRESENT

- Lead VM strategy across 87 doors in 6 regions, owning seasonal creative direction, planograms, and field execution standards
- Restructured the field VM team into 4 regional pods and cut national floor set rollout time from 18 days to 11
- Direct annual VM budget of \$2.4M covering props, signage, mannequins, and contractor labor
- Partner with the CMO on integrated campaign moments so flagship windows, ad creative, and digital landing pages launch in the same week
- Recruited and developed 6 regional VM managers, four promoted from senior stylist roles

SENIOR MANAGER, VISUAL MERCHANDISING | PELLICANO DEPARTMENT STORES, JERSEY CITY, NJ
2017 – 2021

- Managed VM execution for 32 doors across the Northeast, including 2 flagship locations
- Launched a centralized prop studio that consolidated vendor spend and reduced per-store seasonal cost by about 28%
- Led creative direction for the 2019 holiday windows program, which drew press coverage from three regional outlets
- Coached a team of 14 store VMs through monthly virtual reviews and quarterly in-person installs
- Owned vendor relationships with fixture, signage, and mannequin partners totaling more than \$900K annually

VISUAL MERCHANDISING MANAGER | QUILL & LARKSPUR HOME, HOBOKEN, NJ
2014 – 2017

- Oversaw VM for 11 home goods stores, including window concepts, floor sets, and seasonal pop-up shops
- Built the brand's first VM standards manual, used as onboarding material for new store managers
- Partnered with merchandising on the launch of a private-label bedding line, designing the in-store presentation across all doors
- Grew the field VM team from 3 to 9 stylists over three years

SENIOR VISUAL MERCHANDISER | HARROWGATE BOUTIQUE, NEW YORK, NY
2012 – 2014

- Designed and installed monthly windows for a 4-store specialty group in SoHo and the Upper East Side

- Led floor styling for two seasonal lookbook shoots used in print and email campaigns
- Trained store managers on visual standards, lighting, and mannequin styling
- Built and maintained the brand's prop library across two storage facilities

EDUCATION

BFA, Visual Presentation and Exhibition Design, Fashion Institute of Technology, 2011

Certificate in Retail Leadership, Cornell SC Johnson College of Business, 2019