



## Brian Clark

Creative project manager with a background in visual merchandising and nearly two years in project management.

Leader who drives successful retail initiatives and creates engaging visual displays. Excels in a team environment. Holds a four-year digital design degree and recently received a Project Management Professional certification.

### KEY SKILLS

- Adobe Creative Suite
- Budget management
- Leadership
- Strategic planning
- Team collaboration
- Visual design

City, State Abbreviation Zip Code  
(123) 456-7890  
email@example.com  
LinkedIn | Portfolio

### Education

#### **Bachelor of Arts (B.A.) in Digital Media**

*Pennsylvania College of Art & Design, Lancaster, PA*  
**June 2022**

---

### Certifications

#### **Project Management Professional (PMP)**

*Project Management Institute, 2024*

---

### Professional Experience

#### **Creative Project Manager**

*Nordstrom, Philadelphia, PA | October 2022 – present*

- Develop and carry out innovative visual merchandising strategies to enhance the customer experience and strengthen brand identity
- Spearhead at least 40 visual merchandising projects each year across all departments of 20 regional stores
- Lead a team of 15 visual merchandising staff to provide ongoing training
- Maintain communication with external vendors on project expectations and deliverables
- Reduced reporting errors by 40% after creating a new tracking system with the help of the IT department

#### **Visual Merchandising Coordinator**

*Macy's, Lancaster, PA | February 2019 – September 2022*

- Orchestrated the setup and takedown of quarterly and seasonal displays for the entire store
- Increased in-store engagement by 30% through innovative display strategies during the 2022 holiday shopping season
- Managed an annual visual merchandising budget of \$500,000
- Monitored in-store displays to ensure everything was still in place and in compliance with brand guidelines
- Oversaw the installation of over 20 window displays each year to keep them fresh and engaging