

JASMINE BROWN

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A dynamic visual merchandiser with 10 years of experience within the retail industry, specializing in brand messaging, visual storytelling, and data-driven decision-making. A strong history of defining and implementing creative merchandising strategies to drive foot traffic and increase retail sales.

Professional Experience

Lead Visual Merchandiser | Aeropostale | Seattle, WA | July 2017 – present

- Lead a seven-person merchandising team to define pricing and marketing strategies for a premiere clothing brand, contributing to a 20% to 30% average increase in retail sales over a four-year period
- Conduct on-site visits to over 25 store locations to support the development and implementation of product displays, visual merchandising, and planograms
- Perform in-depth research and analysis on customer behavior and sales trends to facilitate data-driven decision-making for visual merchandising strategies

Visual Merchandiser | Loft | Seattle, WA | June 2014 – July 2017

- Designed creative window displays, signage, fixtures, and in-store product displays for a high-end women's clothing brand, contributing to a 16% increase in foot traffic
- Collaborated with the marketing team to enhance product storytelling and brand messaging for promotional displays, resulting in a 24% sales increase during promotions

Key Skills

- Brand messaging
- Cross-functional leadership
- Product marketing
- Product storytelling
- Visual merchandising

Education

Associate of Applied Science (A.A.S), Fashion Merchandising and Marketing | UNIVERSITY OF WASHINGTON, Seattle, WA | June 2014

Certifications

Product Marketing Certification, Cornell University | August 2014