





SANDRA KIM


Project Manager


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.

CONTACT

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 LinkedIn | Portfolio

 Minneapolis, MN 12345

EDUCATION

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

Pennsylvania College of Art & Design,

Lancaster, PA June 2022

SKILLS

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

PROFESSIONAL EXPERIENCE

Creative Project Manager | October 2022 – present

Nordstrom, Philadelphia, PA

- 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 | February 2019 – September 2022

Macy's, Lancaster, PA

- 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

CERTIFICATIONS

- Project Management Professional (PMP), Project Management Institute, 2024