

George Lewis

Visual Merchandiser

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Profile Summary

Creative and detail-oriented Visual Merchandiser with over 5 years of experience in designing compelling store displays and layouts. Proven track record of increasing sales by 20% through innovative merchandising strategies and in-depth understanding of consumer behavior. Expertise in working collaboratively with cross-functional teams to develop seasonal campaigns that align with brand identity. Passionate about combining visual storytelling with analytics to drive customer engagement and retention.

Work Experience

Senior Visual Merchandiser

Macy's

1st Mar, 2018 - Present

- Led a team in redesigning flagship store layouts, resulting in a 15% increase in customer traffic and a 10% rise in sales.
- Spearheaded seasonal visual campaigns that boosted brand visibility by 30%, aligning with marketing strategies to enhance consumer engagement.
- Collaborated with the Marketing and Buying teams to curate and install over 50 theme-based displays annually, driving product interest.

Visual Merchandiser

IKEA

1st Jan, 2015 - 28th Feb, 2018

- Executed store redesign projects that improved product placement efficiency, resulting in a 20% reduction in inventory turnover time.
- Designed visual presentations for new product launches, contributing to a 25% increase in category sales within the first quarter post-launch.
- Initiated and managed cross-departmental workshops to train 15+ store associates annually on visual merchandising best practices.

Education

Fashion Institute of Technology

Bachelor of Fine Arts in Visual Presentation and Exhibition Design

1st Sep, 2010 - 31st May, 2014

Skills

Visual Merchandising, Retail Space Management, Creative Direction, Styling, Team Leadership, Adobe Creative Suite, SketchUp, Strategic Planning, Trend Analysis

Notable Projects

Holiday Window Display Project

Led the concept and execution for Macy's annual holiday window displays, attracting over 1 million visitors and increasing foot traffic by 25% during the season.

Certifications

Certified Visual Merchandiser

Issued by Society of Visual Merchandisers, 1st Jun, 2019

Awards

Visual Merchandiser of the Year

Awarded by National Retail Federation, 1st Dec, 2020