

Experience

Graphic Designer, Delcare

Newport (Remote), 2020 – 2021

- Led a lockdown rebranding, redesigning the logo and marketing collateral, increasing inquiries and brand recognition.
- Managed graphic design for the website and daily materials, boosting engagement by 211%.

Visual Merchandiser/Manager, H&M

Bristol, 2015 - Present

- Improved planning efficiency with Adobe software.
- Increased weekly sales by up to 50% using market analysis and trend forecasting.
- Reduced staff turnover by 80% through mentoring and skill development.
- Boosted sales by 30% through data analysis and strategic product placement.

Expansion Support Merchandiser, H&M

UK, 2022-2023

- Delivered visual merchandising for H&M UK expansions, ensuring seamless refits and launches.
- Collaborated with managers and regional teams on tailored merchandising strategies, enhancing visibility.
- Refined layouts and presentations by coordinating logistics, inventory, and fixture installations.

Education

Worcester University, United Kingdom
BA (Hons) Business Studies - 2:1
2012-2015

Key Skills & Tools

Skills: Self motivated leader, Willingness to learn, Self starter, Attention to detail, Problem solving, Market Analysis & Trend Awareness
Tools: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Microsoft Office, CMS

Summary

Experienced Visual Merchandiser with a background in creating captivating visual displays and layouts. Transitioning into Graphic Design, Seeking a role as a Junior Graphic Designer within an innovative business. Committed to ongoing learning and open to acquiring and developing new skills to enhance professional development.