





# ALEJANDRA MACHADO

REGIONAL VISUAL MERCHANDISER

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 Miami Beach, FL  
 /alejandra-machado

## PROFESSIONAL OVERVIEW

Fashion retail visual merchandiser and manager with 7 years of experience in the fashion retail industry. Creative, detail-oriented, with a strong spatial ability to build influential fashion shop floors. A visual individual with a strong ability to launch, build, and scale sales floors for brands with a priority focus on providing an exceptional client experience through visuals.

## SKILLS

Retail Directives & Planograms  
Photography  
InDesign  
Office Suite  
Spatial Ability

## WORK EXPERIENCE

### Regional Visual Merchandiser (Southeast)

rag & bone, Miami, FL | May 2024 - Present

- Travel to 5 full-price stores and 1 outlet to implement visual merchandising updates and photograph floor updates
- Plan monthly travels within budget and book all flights, hotels, and transportation
- Maintain strong relationships with store teams to cater visuals to specific market trends and needs
- Developed a floor map strategy with our visual global director and created all floor maps for all stores worldwide

### Flagship Store Visual Merchandiser/Key Holder

Ami Paris, Miami, FL | December 2023 - March 2024

- Performed all visual merchandising updates including placement of rare runway pieces received in only 3 stores worldwide
- Took and submitted final photographs of the store
- Refreshed shopfloor based on our client needs and top sellers

### Store Visual Merchandiser/Supervisor

LOEWE, Berlin, Germany | September 2022 - September 2023

- Launched all store VM updates plus took final photographs of the store
- Our store was named by our Regional Visual Manager as having one of the best visual standards in the European region.
- Increased UPT from 1.3 to 1.7 in 2 weeks by adding personalization pieces to our visual merchandising inspiring clients to purchase more than 1 piece

## EDUCATION

### || Store Layout & Visual Merchandising

University of the Arts London  
Online Certification  
2024

### || MSc International Management

University of Klagenfurt  
Klagenfurt, Austria  
2014 - 2016

### || MSc International Management

Berlin School of Economics & Law  
Berlin, Germany  
(Semester Abroad)  
2015 - 2016

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## EDUCATION CONTINUED

### || Bachelor of Arts in Communications

Manhattanville College  
New York, United States  
2008 – 2012

## EXTRA

### || Yes to Wander

Personal Travel Blog  
[www.yestowander.com](http://www.yestowander.com)  
2018- Present

### || International Leadership Scholarship

Manhattanville College  
New York, United States  
2008

### || Duchesne Scholarship

Manhattanville College  
New York, United States  
2008

### || International Student Scholarship

Manhattanville College  
New York, United States  
2008

## LANGUAGES

English - Native and proficient  
Spanish - Native and proficient  
German - Intermediate

## WORK EXPERIENCE CONTINUED

### Flagship Store Visual Merchandiser/Store Manager

AllSaints, Berlin, Germany | May 2022 - September 2022

- Created planograms, delegated shop floor moves, and photographed new campaign launches
- Prepared a 2-week merchandising plan for every new season campaign launch
- Joined merchandising call to report on industry trends, top sellers, quality improvements, and stock shortages

### Flagship Store Visual Merchandiser/Floor Manager

AllSaints, Berlin, Germany | Nov 2021 - May 2022

- Delegated shop floor moves, and photographed new campaign launches
- Trained staff to style mannequins according to our guidelines
- Completed our monthly schedule to include enough man hours for visual merchandising tasks

### Visual Stylist

AllSaints, Miami, United States | Sep 2021 - Nov 2021

- Styled and assisted customers by providing exceptional customer service and product knowledge
- Styled mannequins weekly to have new outfit inspirations for our clients
- Processed shipment and assisted with placing new product according to our directives

### Visual Merchandising Assistant/Assistant Store Manager

Urban Outfitters, Miami, United States | Oct 2018 - Sep 2021

- Supported visual merchandising manager by planning and executing new product placement and merchandising
- Learned to lifestyle clothing, home, and accessories tables according to company standards increasing our UPT

### Assistant Store Manager - Manager in Training/Visual Merchandiser

UNIQLO, Berlin, Germany | Aug 2016 - Aug 2017

- Created planograms for new collections
- Placed merchandising orders to have full stock of new collection pieces
- Planned weekly visual merchandising moves and lead the team to execute the vision on a timely manner