

ALEJANDRA MACHADO

VISUAL MERCHANDISING MANAGER

www.alejandramachado.com



+1(305) 813-5760



machadoa100@gmail.com



Miami Beach, FL



[/alejandra-machado](https://www.linkedin.com/in/alejandra-machado)

PROFESSIONAL OVERVIEW

Visual Merchandising Manager with 8 years of experience shaping elevated retail environments across fashion and luxury brands. Creative and detail-oriented with a strong eye for spatial composition, visual storytelling, and brand presentation. Experienced in developing and executing visual strategies that translate brand identity into compelling shop floors.

SKILLS

Visual Merchandising Strategy
Retail Directives & Floor Maps
Spatial & Creative Direction
Visual Storytelling & Styling
Visual Communication Docs

WORK EXPERIENCE

Visual Merchandising Manager (Southeast)

rag & bone, Miami, FL | April 2026 - Present

- Guide monthly collection launches across 5 regional stores by partnering remotely with store leadership on shopfloor execution, then traveling on-site to refine, finalize, and photograph visual merchandising
- Create capacity maps, zoning maps, and merchandising plans for new store openings, mapping out how the collection will be presented once product is placed in a brand-new space
- Provide cross-regional visual merchandising support for new store openings and for showroom presentations at our NYC headquarters

Visual Merchandiser (Southeast)

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

- Travel to 5 full-price stores to implement visual merchandising updates and photograph floor updates
- Plan monthly travels within budget and book all flights, hotels, and transportation
- Developed a floor map strategy with our visual global director and created all floor maps for 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

EDUCATION

|| Fashion Styling Foundations

Fashion Institute of Technology
(FIT)
Online Certification
2026

|| Store Layout & Visual Merchandising

University of the Arts London
Online Certification
2024

|| MSc International Management

University of Klagenfurt
Klagenfurt, Austria
2014 – 2016

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EDUCATION CONTINUED

|| MSc International Management

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

|| Bachelor of Arts in Communications

Manhattanville College
New York, United States
2008 – 2012

EXTRA

|| Yes to Wander

Photography Travel Blog
www.yestowander.com
2018- Present

|| International Leadership 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

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

Flagship Store Visual Merchandiser/Store Manager

AllSaints, Berlin, Germany | May 2022 - September 2022

- Created floor maps, delegated shop floor moves, and photographed new campaign launches
- Trained staff to style mannequins according to our guidelines
- Prepared a 2-week vm plan for every new season campaign launch

Flagship Store Visual Merchandiser/Floor Manager

AllSaints, Berlin, Germany | Nov 2021 - May 2022

- Delegated shop floor moves, and photographed new campaign launches
- 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

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

Assistant Store Manager - Manager in Training/Visual Merchandiser

UNIQLO, Berlin, Germany | Aug 2016 - Aug 2017

- Planned weekly visual merchandising moves and lead the team to execute the vision on a timely manner