

ALEJANDRA MACHADO

FASHION RETAIL VISUAL MERCHANDISER & MANAGER

PORTFOLIO www.alejandramachado.com



+1(305) 813-5760



machadoa100@gmail.com



Miami Beach, FL



/alejandra-machado

PROFESSIONAL OVERVIEW

Fashion retail visual merchandiser and manager with 6 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

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
- Organized visual merchandising prop room and ordered missing material needed in store

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
- Supported in having precise internal communication with IT, warehouse, and retail excellence teams to maintain highly accurate inventory stock levels

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

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

ALEJANDRA MACHADO

FASHION RETAIL VISUAL MERCHANDISER & MANAGER

PORTFOLIO www.alejandramachado.com

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
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/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
- Assisted in launching several stories including the women's intimates section

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