






SARAH EVERETT

CONTACT

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EDUCATION

BACHELOR OF SCIENCE

Fashion design and merchandising

Minor in business administration

2014-2019

West Virginia University

SKILLS

- Sales Expertise
- Social Perceptiveness
- Customer Buying Habits
- Exceeding Customer Expectations
- Inventory Coordination
- Team Collaboration
- Revenue Growth
- Strategic Analysis
- Visual Displays
- Adobe Creative Suite
- Microsoft Office
- Attention to Detail

REFERENCES

Available upon request

SUMMARY

Creative, results-driven marketing professional with 8 years of experience in the fashion industry. Proven success in driving sales growth through strategic product placement, compelling visual merchandising, and data-driven marketing insights. Skilled in building strong client relationships, enhancing brand visibility, and staying ahead of emerging industry trends. Seeking to leverage my expertise to develop and execute impactful marketing campaigns within a dynamic, growth-focused team.

EXPERIENCE

LEAD VISUAL MERCHANDISER

Winston Retail

07/2024 - Present

- Execute floor plans and planograms to align with brand and retailer standards.
- Style mannequins and create engaging product displays to enhance customer experience and drive sales.
- Install and maintain in-store signage to support promotions, seasonal campaigns, and product storytelling.
- Collaborate with store teams to ensure merchandising strategies are effectively implemented.
- Analyze floor layouts and make adjustments to optimize visual impact and product flow.

SALES SPECIALIST

Nordstrom

05/2021 - 11/2023

- Exceeded Sales Targets: Consistently surpassed monthly sales targets by an average of 50% through personalized customer service and effective sales strategies.
- Sales Strategy Implementation: Developed and implemented innovative sales strategies that helped meet and exceed monthly sales targets.
- Customer Relationship Building: Built strong relationships with clients, leading to increased repeat business.

STYLIST AND MERCHANDISER

Talking Fashion

Internship: Summer 2018

- Managed Wardrobe Collections: Maintained and organized a collection of over 500 wardrobe and accessory items, ensuring they were in pristine condition for use in photoshoots and events.
- Collaborated on Visual Projects: Worked with photographers and designers to create innovative and visually appealing looks, contributing to 15 successful editorial features.
- Enhanced Visual Presentation: Developed visually appealing displays that were featured in marketing campaigns, directly boosting social media followership by 20%.