

# Avila Hoopengartner

Visual Merchandiser

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## Education

### High School Diploma at High School Diploma from Oregon

Sep 2013 - May 2017

I've learned about a variety of subjects, including English, Math, Science, and History.

## Links

[linkedin.com/in/avilahoopengartner](https://www.linkedin.com/in/avilahoopengartner)

## Skills

Visual Merchandising

Store Planning and Design

Retail Management

Fashion merchandising

Business Administration

Marketing ☑ Creative Direction

## Languages

English

Arabic

## Hobbies

Organizing

Decorating

Crafting

## Profile

As a visual merchandiser with over 5 years of experience, I have successfully designed and executed retail strategies that encouraged customer engagement and generates sales. My keen eye for detail allows me to create stunning displays that are both aesthetically pleasing and informative. I am also experienced in planning promotional events and seasonal campaigns. Above all, I pride myself on being a team player who is adaptable to change – an important trait in the ever-changing retail landscape.

## Employment History

### Senior Visual Merchandiser at Gap, OR

May 2022 - Present

- Reduced store labor by 20% through effective scheduling.
- Implemented new displays that increased customer engagement by 30%.
- Trained and developed 5 visual merchandisers who were promoted to manager positions within 2 years.
- Led a team of 10 in-house designers and freelancers to produce all seasonal window and display graphics on time and under budget.
- Researched, selected, and ordered props for all photo shoots 6 months in advance, resulting in a cost savings of 15%.

### Visual Merchandiser at J.Crew, OR

Sep 2017 - Mar 2022

- Organized and set up merchandise for in-store displays that boosted sales by XX%.
- Reorganized the store layout to create a more efficient flow of traffic that increased foot traffic by XX%.
- Conducted regular culls of slow-moving inventory, which helped reduce stock on hand by XX%.
- Trained new employees on product knowledge and merchandising best practices.
- Monitored competition's activities and made recommendations to senior management on how to stay ahead of the curve.

## Certificates

### Certified Visual Merchandiser (CVM)

Oct 2020

### Certified Retailer of the Year

Apr 2019

## Memberships

American Society of Interior Designers (ASID)

International Interior Design Association (IIDA)