

TATIANA BENTON

Visual Merchandiser – Designer

Profile

Hello there! I am an experienced visual merchandising professional with a passion for creating compelling in-store experiences that drive sales. I am excited to apply my transferrable skills and bring my passion for creating visually impactful experiences to new opportunities.

Contact



480-532-0801



tmbenton1004@gmail.com



www.tatianabenton.com



Brooklyn, New York

Skills

Visual Merchandising
Adobe Creative Suite
Microsoft Office
Leadership and Management
Cross-functional Collaboration
Communication
Web Building Platforms
Graphic Design

Education

Bachelor of Fine Arts, Fashion Design
Parsons School of Design
2013–2017

Languages

English



Korean



Hobbies

Clay making
Water Color/Gouache
Language Learning
Museum Hopping
Graphic Design

Work Experience

Visual Support Supervisor

Bloomingdales

2022–Present

- Developed and executed visual displays to promote new products and seasonal campaigns.
- Provided training and coaching to visual associates on styling and merchandising.
- Managed interior displays, ensuring key products are highlighted and aligned with trend and company guidelines.
- Analyzed sales data and customer feedback to adjust strategies and optimize visual merchandising tactics.
- Implemented operational improvements to streamline processes and improve productivity.
- Oversaw visual team planning procedures and lead floorsets.
- Proactively addressed issues related to visual merchandising and customer experience to drive sales.
- Acted as liaison between Bloomingdale's and third-party brands, maintaining positive brand relationships.
- Collaborated with cross-functional teams to create visual merchandising plans that align with company branding and product goals.

Visual Merchandising Manager

Victoria's Secret

2017–2022

- Collaborated with upper management and home office partners to develop location-specific maps and guides, translating global brand guidelines into actionable visual merchandising plans that met real estate restrictions.
- Oversaw a team of visual associates, providing training and coaching on brand expectations, styling, and merchandising.
- Managed interior displays, optimizing the presentation of key products to increase store profitability and enhance the overall customer experience.
- Led the visual team in planning and executing floorset changes, streamlining processes and refining visual space and elements to improve the shopping experience.
- Created video guides and other learning content to train peers on styling techniques.
- Attended corporate training in Columbus, Ohio with brand leaders, selected for the opportunity based on exceptional performance in store styling.
- Consistently aligned store styling with company branding to create a cohesive, visually appealing experience for customers.

Legal Assistant

The Law Offices of Marisa F. Benton

2013–2017

- Led company branding efforts, including logo design, business card strategy, and website development.
- Organized and prepared legal documents for court proceedings.
- Proofread all written communication for accuracy and clarity.
- Managed weekly office proceedings, including calls and meetings.
- Acted as a liaison between attorneys and clients, producing all written correspondence.