

TATIANA BENTON

brooklyn. new york
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www.tatianabenton.com

visual merchandiser, graphic designer, and artist

EDUCATION

Parsons, The New School of Design
Bachelor of Fine Arts, 2015-2017

EXPERIENCE

Victoria's Secret 5th Ave Flagship.

Visual Merchandising Manager - 10/2019-05/2020

Previous Positions: TAP Manager, Lead Stylist, Visual Specialist, 10/2017-2019

SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Microsoft Office
Fashion Illustration
Tech Packs
Sewing
Fabric Manipulation
Wix
Squarespace

Collaborated with upper management and home office partners to create maps and guides to help team translate global brand guide into location needs and real estate restrictions.
Responsible for weekly submission of store photos to corporate partners and executives.
Trained new visual associates per brand expectations, styling, and merchandising.
Managed interior displays, maximizing exposure of key pieces and aligning with corporate visual merchandising guidelines to contribute to store's profitability.
Collaborated with home office partners and executives on a regular basis to strategize best ways to increase and accent sales.
Oversaw visual team planning procedures leading up to and during floorset.
Oversaw and led floorsets regularly.
Initiated and managed a proposal to streamline floorset processes in order to reduce time setting product and increase time refining visual space and elements
Created video guides and learning lab content related to styling for peers.
Selected by corporate to attend styling training in Columbus, Ohio with brand leaders.
Led store styling to enhance customer experience and align to company branding.

LANGUAGES

ENGLISH ■■■■
KOREAN ■■

The Law Offices of Marisa F. Benton.

Legal Assistant - 01/2015-10/2017; 2020 - Present

In charge of branding for company including logo design, business card strategy, and website building.
Prepares and organizes motions, pleadings, litigation files, and other legal/court proceedings.
Manages weekly office proceedings including calls, meetings, and appointments.
Acts as liaison between attorney and client including producing all written correspondence.

REFERENCES

JANELL TAYLOR
Store Manager Visuals
917-252-6686
Janelltaylor624@gmail.com

ANTHONY NAZARIO
Visual Manager
929-288-5078
Gerald nazario15@gmail.com

MARISA BENTON
Attorney
718-625-6777 ex 2
Mb@bentonlawny.com

Ishka Designs

Design Office Assistant - 06/2015- 02/2016

Managed and wrote blog posts, responsible for editorial integrity increasing site content and attracting visitors.
Generated new content for website and organized a posting schedule, as well as a successful webmail campaign.
Assisted on photoshoots, edited portraits and interior photography on blog.
Organized and catalogued samples and physical company history collections.
Assisted in finance organization, including working in Quickbooks and contacting vendors, accounts payable, etc.

View my portfolio at: tatianabenton.com