



ERICK FERNANDEZ

SUMMARY

Creative and resourceful professional, powered with an extensive background in regional visual merchandising management, merchandise coordination, Retail and wholesale of global luxury retail brands. Demonstrate outstanding ability to develop and execute tactical merchandising strategy toward high-volume sales, customer base expansion, and revenue growth.

SKILLS

- Project management expertise
- Corporate visual objectives
- In-store event display management
- Team development
- Online marketing and advertising
- Product development
- Deadline-driven
- Brand development and awareness
- Self-motivated
- Budget administration
- Worlds
- Excell
- PowerPoint
- Photoshop

EXPERIENCE

REGIONAL VISUAL MERCHANDISING MANAGER NA

Diesel USA | New York, NY | March 2023 - December 2023

- Report to and collaborate with the Director of Visual Merchandising North America, adapting HQ guidelines to meet the unique needs of individual stores.
- Inspire and train team members in both creative and logistical aspects of visual merchandising, fostering a culture of innovation and excellence.
- Design and implement captivating window and in-store displays, enhancing the overall store appearance to drive product visibility and boost sales.
- Direct internal and external labor teams in physical merchandising setup, overseeing the acquisition of supplies and accessories.
- Planned and executed trade show floor layouts using Keynote and PowerPoint space planning software, consistently monitoring display effectiveness in generating sales.
- Execute visual merchandising schedules and pioneer a systematic approach to updating and refreshing designs and displays.
- Collaborate with Interior Design and Home Office teams on planning and executing new store openings, pop-ups, and refits.
- Provide detailed photo recaps/reports from store visits, highlighting key visual merchandising initiatives and accomplishments to Home Office

Orlando, FL 32819

9543268186

erick7fernandez@gmail.com

<https://erick7fernandez.wixsite.com/erickfernandez-vm>

EDUCATION AND TRAINING

ASSOCIATE OF ARTS

FASHION MERCHANDISING

International Fine Arts College,
Miami, FL, USA

Guest Speaker – Success Student
Stories

Associate of Arts

INTERIOR DESIGN

University of Puerto Rico, San Juan,
Puerto Rico

partners.

- Travel 75% or more of the work week to work hands-on in stores, partnering with the Regional Field Manager and store teams to maximize and drive sales through effective visual merchandising.

SR. VISUAL MERCHANDISER CREATIVE MANAGER

DK Display Corp. | New York, NY | September 2019 - March 2023

- DK Display is the exclusive North American representative for Bonaveri, Schlappi, Rootstein, New John Nissen, MD Studio, and Taylors NY.
- Created window and in-store displays for retail businesses and managed store overall appearance to market products effectively, deliver visual appeal and stimulate sales.
- Collaborated with assistant merchandisers to draft, design, and develop new projects display ideas, and, present results to supervisors.
- Drove and tracked schedules for visual displays and spearheaded a new system for systematically updating, refreshing, or renewing designs and displays.
- Managed, planned, and executed numerous trade show floor layouts and monitored display effectiveness in generating sales and sales leads.

VISUAL CREATIVE PRESENTATIONS EVENT MANAGER

CASA FLOR by AC Events | Miami, PR Caribbean, LANTAM, NYC, FL | April 2015 - January 2023

- Maintained adherence to client-event requirements through delegation, prioritizing, and management of production phases from concept to execution.
- Prepared, monitored, and maintained event budgets.
- Hired and trained staff for cross-functional assignments and verified employee knowledge of specific procedures related to each event type.
- Marketed and publicized special events in social calendars.
- Built a robust vendor network to secure cost-effective, high-quality products.
- Oversaw coordination and management of client event itineraries.

VISUAL MERCHANDISING MANAGER SOUTHEAST & LATAM

CANALI | NEW YORK, NY | November 2011 - November 2016

- Orchestrated compelling visual merchandising strategy throughout major department store chains with multiple retail outlets, boosting customer traffic and sales volume.
- Presented updated floor plans and design strategy to store management.
- Managed purchasing process for an entire department, maintain active involvement with store openings and merchandising in various locations across the world, encompassing Atlanta, Las Vegas, London, Mexico, Milan, and Madison Avenue in New York City; soft shops in San Antonio; Neiman Marcus in Tampa, Fort Lauderdale, Palm Beach and Bloomingdale's in Aventura.
- Established solid business relationship with El Palacio de Hierro in Mexico which doubled the amount of doors within two years with numerous of shop on shops and corners at their stores.
- Served as the driving force behind the attainment of the company's Partners of Excellence awards from Nordstrom as recognition for

best-selling merchandise and best vendor partnership with the stores and trainings.

REGIONAL VISUAL MERCHANDISER MANAGER SOUTHEAST

HUGO BOSS USA | NEW YORK, United States, United States | October 2004 - November 2011

- Assumed full responsibility in administering 18 stores within the Southeast Region in charge of visual merchandising, store openings, event set-up, store design, and fashion styling.
- Served as the focal point of contact between store personnel and corporate executives regarding the overall visual marketing and presentations
- Initiated efforts in setting up a new store for openings across the United States and actively participated in associated activities
- Received the following awards by demonstrating subject matter expertise in visual merchandising: o Five Best Windows of the Season awards for HUGO Aventura (3) and BOSS Aventura (two) on several editions of the worldwide visual merchandising standard book; and o Three Best Merchandised Store awards for HUGO Aventura (2) and Orlando BOSS (1); as well as one Best
- Outlet Award for Sawgrass Mills BOSS outlets at the annual GM conferences
- Created and implemented the BOSS Orange Jeans denim presentation standard that was utilized worldwide within a year.

VISUAL MERCHANDISER | FASHION STYLIST

NEIMAN MARCUS | BAL HARBOUR, FL | January 2002 - October 2004

VISUAL MERCHANDISER

SAKS FIFTH AVENUE, BOCA RATON | BAL HARBOUR, FL | May 1998 - January 2002

PROFESSIONAL AFFILIATION

Made to Measure (MTM) | Made to Order (MTO) Train the Trainer Seminars PROFESSIONAL AFFILIATION Fashion Group International South Florida

- Member, Retail Design Group
- Member, Fashion Group International
- Member, PAVE Global. Planing and Visual Education

EDUCATION AND TRAINING

false

LANGUAGES

Possess bilingual fluency with English and Spanish.