



JULIETA CORTE

Visual Merchandiser



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EDUCATION

Bachelor of Design

ORT- Argentina.

2006 - 2010

Fashion Merchandising

Instituto Marangoni, Miami

2021 - 2023

EXPERTISE

- Creative and Aesthetic Design.
- Organizational and Project Management.
- Critical Thinking
- Communication Skills
- Digital Marketing

LANGUAGE

- English
- Spanish

PROFILE

Creative and detail-oriented Senior Visual Merchandiser with over 10 years of experience in designing and implementing visually impactful merchandising strategies for retail environments. Expertise in trend forecasting, store layout planning, and creating immersive shopping experiences that drive customer engagement and increase sales. Adept at collaborating with cross-functional teams, managing multiple projects simultaneously, and leading visual merchandising teams to execute brand vision and elevate the customer experience.

WORK EXPERIENCE

Miami Dolphins, Hard Rock Stadium, Miami Open & Formula 1

Visual Merchandiser Coordinator.

2023- Present

- Plan the store layout to ensure smooth traffic flow and accessibility for customers.
- Position popular products near high-traffic areas to boost visibility and sales.
- Utilize zoning strategies to create different sections (men's, women's, children's, seasonal, etc.) within the store.
- Design and organize product displays to ensure they are visually appealing, cohesive, and aligned with the brand's theme.
- Ensure products are placed in a way that draws attention to new, seasonal, or high-priority items.
- Create displays that make it easy for customers to browse, making use of principles like color, lighting, texture, and proportion to attract attention.
- Create and place signage that clearly communicates pricing, promotions, or product information.
- Plan and execute visual strategies for seasonal campaigns, sales, or special events.
- Adjust the layout and displays to reflect changing product lines, promotions, or trends.

The Bazaar Project

2021- 2024

Head of Visual Merchandiser

- Develop eye-catching window displays that entice customers to enter the store.
- Use mannequins, props, and visual elements to tell a story about the brand or product offerings.
- Update the window displays regularly to reflect new seasons, holidays, or promotions.
- Create clear pathways through the store to guide customers to high-priority sections or key products.
- Use design elements like flooring, lighting, and signage to direct traffic to specific areas.
- Popular items should be strategically placed along the main paths to encourage impulse purchases.
- Design focal points around key products or new arrivals. These could be central tables, end caps, or feature walls.
- Use display tables and stands to feature seasonal or promotional items.
- Maximize available space without overcrowding the store. Ensure there is enough room for customers to move freely and comfortably.
- Consider the use of vertical space through shelving or hanging systems to create a more dynamic visual effect.

Winston Retail

Visual Merchandiser Coordinator

2022 - 2023

- Set up product displays according to the visual merchandiser's plans.
- Style mannequins, arranging products, and ensuring displays align with current promotional themes, seasons, or campaigns.
- Ensure that products are consistently replenished on the floor and maintained at a high standard of presentation.
- Creation and placement of signage, price tags, and labels.
- Ensure signage is correct, clear, and in good condition, reflecting any sales or promotional information.

REFERENCES

Lauren Gurley

Hard Rock Stadium. / Operation Manager

Phone: 508-577-0767

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Yeliz Titiz

The Bazaar Project. / CEO

Phone: 561-702-9422

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Jamey Dodaro

Winston Retail. / Regional Manager

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