

# TERESA SALAZAR

## **EDUCATION**

### **Visual Communications**

Fashion Institute of Design and Merchandise (FIDM) - Los Angeles, CA & Orange County, CA

## **WORK EXPERIENCE**

### **Social Media Assistant**

*Mon Amie Bridal - Costa Mesa, CA - December 2019 to Present*

- Knowledge of Google analytics and media growth
- Document special events and trunk shows for Instagram stories
- Brainstorm creative ideas to involve brides on Mon Amie's social media accounts such as giveaways and online events.
- Knowledge of Photoshop and Illustrator
- Create mood boards that carry a theme and color pallet for upcoming photo shoots

### **Visual Merchandise Coordinator**

*Juice Press - New York, NY - January 2017 to November 2019*

- Responsible for implementing and maintaining all visual directives and standards for interior merchandising
- Assist with merchandising layouts and designs and then implement at store level
- Implement and maintain visual displays and merchandising to maximize sales and customer navigation
- Design plan-o-grams to indicate product placement, collateral and promotion material
- Ongoing training of store teams in visual merchandising standards in line with Retail Excellence objectives
- Partner with Store Managers, to effectively support current business trends
- Travel throughout New York to visit different locations on a day to day basis

### **Visual Merchandising Manager**

*Target Style - Irvine, CA - August 2015 to December 2016*

- Communicate with corporate on all season launches and brand collaborations
- Design creative displays according to trend and season and delegate tasks to a team of Visual Merchandisers
- Take on "Lead on Duty" shifts, managing the entire store close and the closing team
- Responsible for merchandising aesthetically pleasing displays in clothing and home decor
- Knowledge of all product lines and their selling points
- Inventory of bulk products into store and returns back to suppliers

## **ADDITIONAL SKILLS & ATTRIBUTES**

- Enthusiastic, work driven, self-starter
- Delegate tasks under pressure and in a diverse environment
- Experience in creating and editing fashion related content
- Unique creativity and quick thinker
- Passionate and up to date on fashion events, news, women's style trends, and international trends
- Proficient in embroidery

## **SUMMARY OF SKILLS**

- Assisted professional photographers on shoots for brands
  - Rocksbox
  - House of Harlow (Mary Kate & Ashley Olsen)
  - Johnny Rockets seasonal marketing material
- Continuously directed photo shoot for personal website/blog involving models, clothing & accessories, and props