

CHANEL RICCI ROSE

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Objective

I aim to join a dynamic, innovative, fashion forward organization where I can apply my experience and education in fashion, display, and design.

Experience

A/X ARMANI EXCHANGE, Toronto ON Nov. 2014 – present
Merchandise Manager

- Driven the business dependent on teamwork and co-operation based on common goals to meet results
- Strived for full understanding and championing the brand and product
- Sought challenges, stayed up to date with the market place, looked for ways to innovate and take risks
- Described and shared with others a company and workplace future we could create through positive modeling and training
- Demonstrated strong time management and organization skills to keep priorities in focus
- Ensured game plans / floor sets were strategic to meeting business goals
- Had a strong achievement orientation, motivated the team to ensure goals are met and a plan was in place to meet them
- Made strong business decisions when faced with complex and ambiguous alternatives
- Assessed all relevant implications to the business for proposed changes
- An excellent communicator and influencer both in the field and Head Office
- Was a strong change agent with the ability to be innovative in both motivating individuals and building the business

SUZY SHIER, Toronto ON Aug. 2010 – Nov. 2014
Window Presentation Specialist

- Executed new window strategies and set direction for corporate implementation
- Traveled to implement window displays at flagship locations across Canada
- Designed window creatives alongside the marketing department
- Ensured brand identity reflected client with attention to sales trending through strategic product displays
- Traveled to attend store openings and renovations
- Sourced mannequins, bust forms, and props for windows/in-store displays
- Worked alongside buying department to evaluate upcoming trends and curate fashion according to each store's diverse clientele
- Produced weekly "Competition Reports" to examine market trending and branding
- Participated in seasonal launches/visual workshops, including prep, production and execution
- Assessed store productivity with management to celebrate successes and focus opportunities in regards to visual set up and window direction
- Produced seasonal style guide for staff at store level focusing on seasonal brand position and fashion trending

SUZY SHIER, Toronto ON April 2009 – Aug. 2010
Area Merchandiser

- Assessed store to store productivity and determined weekly visual directive with visual merchandising team
 - Participated in weekly visual directives
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- Traveled to regional districts to implement visual directives, ensuring brand continuity and correct implementation
- Provided feedback to the Visual Director with daily recaps and photographs
- Attended store openings for set up and visual direction
- Participated in visual workshops
- Managed and trained inventory specialists
- Organized and implemented store seasonal launches within area to set visual direction

TOTEM, Toronto ON March 2008 – March 2009
Creative Director

- Auditioned models with strict attention to talent, brand look and show concept
- Responsible for creative development and visual direction for fashion show
- Ensured product identity and brand placement in regards to show layout, advertising and media related to show
- Styled wardrobe and dressed for fashion show
- Coordinated and executed fashion show
- Sourced sponsors and developed relationships with key brands for footwear and jewelry

LE CHATEAU, Toronto ON Nov. 2006 – May 2008
Senior Visual Merchandiser

- Ensured brand identity through strategic product displays and wall sets with strict attention to detail texture and color flow
- Accountable for the execution of merchandising directives and corporate standards throughout the store
- Maintained open knowledge of corporate strategies, product, and financial information to ensure stores weekly performance
- Managed and trained inventory specialist
- Responsible for all visual presentations according to the store standards
- Organized and implemented overnight merchandising for seasonal collection launches or larger visual moves to ensure stores continual sales trending
- Assessed store productivity with management to respond to opportunities and continue departmental successes
- Established ongoing communication and understanding of work priorities as they related to product presentation and sales goals

CAPITAL PROPHET RECORDS, Toronto ON July 2003 – April 2006
Fashion & Wardrobe Stylist / Executive Assistant

- Organized CD Release Parties
- Coordinated travel and tour information
- Wrote and distributed Press Packages and Press Releases
- Stylist: "SMILE FOR ME", Massari featuring Loon (*MMV Award Winner*)
- Stylist: "BE EASY", Massari

Education

ALGONQUIN COLLEGE, Ottawa ON Sept. 1997 – April 1999
Diploma in Theatre Arts, Costuming

GEORGE BROWN COLLEGE, Toronto ON Sept. 1995 – April 1997
Diploma in Fashion Design

References available upon request