

Vinita Saini

Senior Visual Merchandiser

[View profile on Dweet](#)

Languages

English

About

With a rich background in visual merchandising, I excel at creating engaging retail environments that drive sales. Proficient in customer service and team leadership, my expertise spans across high street to premium brands, enhancing customer experiences through innovative display strategies in diverse retail settings.

BRANDS WORKED WITH

FOREVER NEW APPARELS

Gap

lenergiser

Reliance Retail Ltd

Silver Apparels

Experience

● Assistant executive Customer Service- Operations

lenergiser | Mar 2023 - Jun 2023

Provided assistance and support to customers via various channels such as phone, email, chat, or social media, addressing inquiries, resolving issues, and handling escalations effectively. Assisted in supervising a team of customer service representatives, monitoring their performance, providing guidance and ensuring adherence to quality and productivity standards. Identified areas for process improvement within the customer service operations, and suggested strategies to enhance efficiency and customer experience. Analyze customer service data, such as call volumes, response times, and customer feedback, to identify trends, patterns, and areas for improvement. Assisted in the training and onboarding of new customer service team members, provided ongoing support and guidance. Generated reports and maintained accurate records related to customer service operations.

● Senior Store Visual Merchandiser

FOREVER NEW APPARELS | Sep 2022 - Dec 2022

Lead the visual merchandising team in executing creative and visually appealing displays to showcase merchandise and drive sales. Develop and implement store-specific visual merchandising plans in alignment with corporate guidelines and brands standards. Collaborate with store management and regional visual merchandising teams to ensure consistency in presentation across multiple locations. Train and mentor store staff on visual merchandising techniques, product styling, and brand storytelling. Analyze sales data and customer feedback to identify opportunities for improvement and adjust merchandising strategies accordingly. Manage inventory levels and product placement to optimize sales and minimize markdowns.

● Assistant Manager (Visual Merchandiser)

Reliance Retail Ltd | Jul 2018 - Aug 2022

Develop and implement visual merchandising strategies to enhance the overall store environment and drive sales. Create eye-catching displays and product arrangements that showcase merchandise effectively and attract customer attention. Collaborate with store managers and buyers to ensure alignment between merchandising plans and product assortment. Train store staff on visual merchandising standards. Monitor inventory levels and replenish merchandise as needed to ensure optimal product availability and presentation. Conduct regular store walkthrough to assess display effectiveness and make necessary adjustments to improve visual impact. Stay informed about industry trends and competitors activities to recommend innovative visual merchandising ideas and strategies.



● Visual merchandiser (Internship)

Gap | Dec 2016 - Jan 2017

Helped to set-up and install window displays, in-store displays, and merchandise presentations according to brand guidelines and seasonal themes. Assisted with inventory management tasks related to visual

merchandising, such as organizing merchandise and replenishing stock on the sales floor. Learned about store layout principles and contributed ideas for optimizing the store layout to maximize sales opportunities. Participated in initiatives aimed at improving the customer experience, such as creating in- store signages, implementing interactive displays, and enhancing product visibility. Conducted research on industry trends, competitor displays, and stay updated on emerging trends in retail.

- **Merchandiser (Internship)**

Silver Apparels | Dec 2015 - Jan 2016

Responsible for overseeing the buying, promotion, and sale of clothing and accessories. Collaborate with buyers to choose the right products to stock based on market trends. Analyze sales data and performance metrics to identify trends, and areas for improvement , and adjusting merchandising strategies accordingly. Planned and executed promotional campaigns , sales events, and marketing initiatives to increase brand awareness.

Education & Training

2023 - 2023 ● **Glasgow Caledonian University**

Master of Science,

2018 ● **Bangalore University**

Bachelor of Science,