

# Maria Laffon

Regional Visual Merchandiser  
Manager

📍 London, UK

[View profile on Dweet](#)

## Languages

Portuguese (Fluent)

Spanish (Native)

English (Fluent)

## About

As you will see in my CV I have always focused my studies and career in fashion and retail. Since I finish my bachelor degree in advertising and PR, where I gain my skills in my creative thinking and communications, I started growing fast in industry, being now Regional VM manager for UK&IR. My passion for fashion, commercial mind and people skills is what have brought me to where I am currently.

I am now looking for new opportunities to keep growing and developing myself, after this long in the company I am seeking for new challenges that put me out of my comfort zone. I am seeking new opportunities that excited me, working with new products and markets.

I am extremely analitical and numeric and one of my main drives is seeing results, put in place actions to follow up and supporting reaching targets.

Working with a fast pace company and industry have made me even more reactive, faster thinker and resolute as well as developing my people skills. I believe your team and the people that works with you are the priority and with the correct guidance and motivation you can achieve great results

### BRANDS WORKED WITH

Egomark

MANGO

## Experience



### ● UK&IR REGIONAL VISUAL MERCHANDISER MANAGER

MANGO | Jan 2021 - Now

Promote to supervise both country working directly with the Country Manager taking all decision related to product and image.

Working closely in the development of guidelines, training documents and any tool to support the visual merchandising teams.

Driving the use of sales indicators that affect the stores' strategic decisions, such as defining action plans and adapting the collection based on profitability, dimensions, product received and type of customer.

Analyses and monitor the effect and impact of specific VM actions across the region on business result per store and, consistently feedback to central and regional teams on the actions results.

Keep up to date with the market and way of buying, to build the correct customer profile per region in order to implement product strategy accordingly.

Excellent product knowledge to support PMD with the assignment of the right product, following the allocated budget and ensuring that the optimal product range and profitability is maintained.

Layout and furniture changes in the stores to maximize the commercial space, facilitating the customer journey and increasing sales per square meter.

Coordinate new opening stores and supporting the expansion of the brand in the country

Managing budgets of projects, display and special campaigns.

Recruitment and development of the vms teams as well as supporting internal talent to progress.

Team leadership

Flexible and organized

Attention to detail

Fast pace and highly effective

Verbal communication skills

Microsoft Office

Indesign

Photoshop



### ● AREA VISUAL MERCHANDISING MANAGER

MANGO | Aug 2019 - Jan 2021

Supervising 10 stores within the London area.

Providing clear and consistent visual merchandising direction to all teams, to ensure alignment in the image and message transmitted in all stores.

Training of the visual and management team.

Daily feedback through pictures and visit and, constant support in any doubts or challenges expected.

Follow up of the stores figures and KPI to drive the sales in the entire area.

Implement store changes and zoning base in profitability.

Coordinate any project or special campaign with head office. Ordering of any material need it.



## ● VISUAL MERCHANDISING MANAGER

MANGO | Oct 2017 - Aug 2019

Firstly I was given the opportunity to relocate to Birmingham to work in one of the multiconcept stores. This was a new store opening, where I was sent to establish the teams and train both vms and management on visual merchandising guidelines and standards. This has been one of my main achievements as, after a year we managed to be one of the most profitable stores and became a training store for all departments.

After the success in my role in Birmingham I was offered again to move back to London as head visual in our main flagship, Oxford st.

I achieved excellent standard and visual results in the stores, reaching the best results within the last 10 years in that store.

Delivering inspiring visual looks and styling of all in store mannequins.

Monitoring sales to increase sales per square image.



## ● VISUAL MERCHANDISER

MANGO | Jan 2015 - Oct 2017

Within only 6 months at the company, I was promoted to visual merchandising from Sales Assistant in their Flagship in Oxford st.

In this role is where I develop my knowledge in visual merchandising, product strategy, operational actions and management of a team.

## ● Buying and Merchandising Internship

Egomark | Nov 2014 - Jun 2015

Assisted the brand manager of the men's collection.

I had to do market research to place the brands in our market.

Merchandise the showroom to optimize the presentation of the product.

Preparing and assisting meetings and, sending budgets.