



# Consuela Rusu

Customer Experience & Creative VM Head

Romania

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## Languages

Italian (Basic)

Spanish (Work Proficiency)

English (Native)

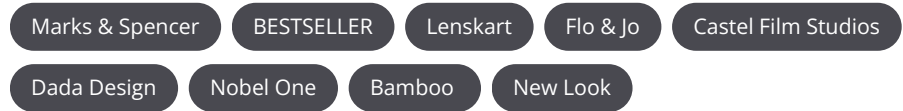
French (Basic)

Romanian (Native)

## About

- International Customer Experience, Styling, Events, Visual Merchandising -

### BRANDS WORKED WITH



## Experience



### ● Head of Visual Merchandising India

Lenskart | May 2023 - Jul 2024

- Piloted CX and VM initiatives, boosting store footfall between 11.6% and 32%
- Developed new store concepts and rejuvenated existing layouts, and created the first "window concept" for seasonal new launches
- Authored the brand's first VM Principles Manual and seasonal SALE guidelines, increasing overall footfall by 5%. Achievements: Guest speaker at key industry events, Jury member for Fashion Design Awards.



### ● Head of Styling & Visual Merchandising - ONLY India

BESTSELLER | Mar 2021 - Mar 2023

- Designed bespoke concepts for trade shows and exhibitions.
- Achieved a 97% increase in online sales transactions post-launch of new photoshoot technique, and a 10% YOY increase in denim sales.
- Led styling for PR, marketing, and full seasonal launches. Awards: IFA Award for Best Window Display, AW'21.



### ● Visual Merchandising & Styling Manager - Romania & Bulgaria

Marks & Spencer | Sep 2015 - Aug 2018

- Styled photoshoots and high-profile events, increasing brand awareness by 25% between 2016 and 2018.
- Improved team efficiency by 50% through the introduction of weekly VM magazines and score sheets.



### ● Country Visual Merchandising Manager - Romania

New Look | Jul 2011 - Aug 2015

- Managed VM strategy: launched initiatives that enhanced productivity by 40%, with international Model Store set-ups in UK and Poland.
- Launched a weekly product feedback and special orders, with a full price sell through of over 90%. Awards: 2013 International Award for Best VM Implementation

### ● Country Visual Merchandising Manager & Marketing Assessor

Flo & Jó | Nov 2006 - Jun 2011

- Launched VM manuals and marketing concepts, and ran special buying for 2010 and 2011 seasons.
- Oversaw styling for marketing campaigns, ran regular surveys and mailing campaigns. Projects: Concept, launch & admin of "Street Chic" section on www.flo-jo.ro, contributing to a 25% sales increase for highlighted products.



### ● Commercial Manager

Bamboo | Oct 2005 - Oct 2006

- Created the first in-store and window display guidelines.
- Applied new selling/ exhibiting techniques to enhance customer engagement and increase sales.



### ● Customer Service Specialist

NobelTel - Global Leader in Connecting Calls and Funds | Aug 2004 - Oct 2005

- Provided customer support and technical assistance for Nobel products and services.



### ● Costume Assistant & Fabric Expert - Romania

Castel Film Studios | May 2001 - Jun 2004

- Costume Assistant: Worked on feature films: "Method", "Blessed – Samantha's child", "Seed of Chucky", and "Dig it" playwriting AISB
- Fabric Expert: Oversaw store activities and sourcing new styles for DaDa stores, while managing the overall image and product curation.

## Education & Training

2024 - 2024

### ● LST

Interior Design & Styling , Interior Design

2024 - 2024

### ● LMU

Competitive Strategy , Marketing