



# Ericka Andriamanjay

Visual merchandiser Manager

📍 92000 Nanterre, France

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## Languages

English (Fluent)

French (Native)

## About

I am a dedicated and detail-oriented professional with a passion for fashion. With 8 years of experience in retail including 5 in visual merchandising, I excel in collaborative environments, possessing strong communication and problem-solving abilities. I am eager to bring my skills and experience to a dynamic team where I can contribute to meaningful projects and continue my professional growth.

### BRANDS WORKED WITH

Air France

Comptoir des Cotonniers

COURIR

Galleries Lafayette

Storie (Décoration)

UNIQLO

## Experience



### ● Visual merchandiser

Comptoir des Cotonniers | Aug 2018 -

Women Ready-to-wear, headquarters, (network of 135 stores).

Missions :

- VM strategy planning (quarterly & bi-monthly)
- Designing window & instore stylings
- Designing instore displays
- VM instore optimization : finding new product presentation solutions
- Designing vm tools for the store network : seasonal collection books, guidelines, tutorials...
- Analysis of sales performance and proposals for corrective actions
- Punctual instore implementation of windows and displays in flagships
- Store openings
- Showroom installations
- Sourcing suppliers
- Sourcing vm props
- Vm props dispatch to the entire network
- Store visits and reporting
- Benchmarks



### ● Visual merchandising assistant - apprentice (HQ)

Galleries Lafayette | Sep 2017 - Aug 2018

Department store's own brands : Men, Women, Kids and Accessories Ready-to-wear.

Participation in :

- Monthly VM displays,
- Writing VM guidelines,
- POSA development,
- Benchmarks,
- Implementation in-stores (openings, remodeling and special events),
- Store visit and reports
- Ensure brand's image.

### ● Visual merchandising assistant

Storie (Décoration) | Sep 2016 - Aug 2017

- Windows displays set-up (design and implementation of the scenography),
- Implementation of new collections,
- Rotations,
- Designing vm props,
- Benchmarks,
- Ensure brand's image.



### ● Sales Associate

COURIR | Jul 2015 - Jul 2016

- Greeting customers,
- Customer service,
- Achieving established goals,
- Operating cash registers,
- Increasing store sales,
- Product knowledge,
- Implementation.



### ● Agent d'escale

Air France | Aug 2014 - Jul 2015

- Check-in,
- Issue tickets,
- Flight information,
- Solving ticket-related travel problems,
- Boardings.



### ● Hôtesse de caisse

COURIR | Jul 2013 - Jul 2014

- Operating cash registers,
- Managing financial transactions,
- Balancing drawers,
- Customer service.



### ● Sales Associate

UNIQLO | Dec 2012 - Jul 2013

- Greeting customers,
- Customer service,
- Achieving established goals,
- Operating cash registers,
- Increasing store sales,
- Product knowledge,
- Implementation.



### ● Visual Merchandiser

Comptoir des Cotonniers | Sep 2018 - Jan 2022

#### STRATEGY / PLANNING

- Definition of VM strategy based on commercial, marketing, and merchandising challenges
- Creation of in-store displays
- Creation of window stylings
- Drafting VM guidelines
- Sourcing props and suppliers to find product presentation solutions in stores
- Benchmarks

#### MONITORING

- Store visits and reporting
- Analysis of KPIs and proposal of corrective actions

#### TRAINING

- Implementation of VM workshops to train sales teams on VM standards

#### OPERATIONAL

- In-store setups
- Openings and remodelings
- Showroom implementation during collection launches, press day ...

## Education & Training

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- 2018 - 2019 ● **La Fabrique - L'école française des métiers techniques de la mode et de la décoration**  
Formation responsable merchandiser cross-canal et e-merchandiser,
- 2016 - 2018 ● **La Fabrique - L'école française des métiers techniques de la mode et de la décoration**  
Décorateur Merchandiser en alternance,
- 2014 - 2015 ● **CFA des Métiers de l'Aérien AFMAé**  
Mention complémentaire : Accueil dans les Transports,
- 2010 - 2012 ● **IUT de Cergy-Pontoise**  
DUT Techniques de Commercialisation,
- 2009 - 2010 ● **lycée Camille Claudel**  
Baccalauréat STG,