

## **RAQUEL CABRERA**

LOS ANGELES, CALIFORNIA

+1 801-725-3375 / RAQUEL@RQLCABRERA.COM / RQLCABRERA.COM

AIMING TO CREATE A STRONG CREATIVE RELATIONSHIP THAT ENHANCES PRODUCT WHILE REMAINING ON BRAND WITH A COMPANY'S MESSAGE AND DIRECTION. EXTREMELY ORGANIZED, WITH AN EYE FOR DETAIL AND COLOR, STRONG COMMUNICATION, TIME MANAGEMENT SKILLS, AND ABILITY TO WORK WITH CROSS-FUNCTIONAL TEAMS. PREPARED TO TRAVEL.

### **EXPERIENCE**

**CLUB MONACO** BEVERLY HILLS, CA

**VISUAL TRIMMER / STORE FLIP TEAM / 12/2014 - PRESENT**

- ANALYZE STORE TRAFFIC FLOW AND DISPLAY POINTS
- ASSEMBLE OR REMOVE VISUAL DISPLAYS IN WINDOWS OR IN-STORE
- COMMUNICATE WITH MARKETING TEAM TO ARRANGE PROPER TICKETING AND SIGNAGE
- CREATE EYE-CATCHING PRODUCT DISPLAYS AND STORE LAYOUTS
- DESIGN LAYOUTS TO ATTRACT CUSTOMERS AND INCREASE STORE SALES
- DESIGN WINDOW AND INTERNAL PRODUCT DISPLAYS
- INSTAL DISPLAY COMPONENTS (SUCH AS PROPS, FABRICS, HARDWARE, LIGHTING, AND FLORAL ARRANGEMENTS)
- MAINTAIN HIGH LEVEL OF DETAIL
- RESEARCH CURRENT AND FUTURE TRENDS
- STAGE AND STYLE MANNEQUINS AND APPROPRIATE LIGHTING TO DISPLAY MERCHANDISE FOR BEST IN STORE PRESENTATION

**MACY'S** WOODLAND HILLS, CA

**VISUAL TRIMMER / 10/2012 - 11/2014**

- ANALYZED STORE TRAFFIC FLOW AND DISPLAY POINTS
- ASSEMBLED OR REMOVED VISUAL DISPLAYS IN WINDOWS OR IN-STORE
- COMMUNICATED WITH STORE TEAMS TO PLAN FLOOR AND MERCHANDISE LAYOUT
- CREATED BRANDED VISUAL MERCHANDISING PACKS FOR EACH DEPARTMENT OF THE STORE
- CREATED EYE-CATCHING PRODUCT DISPLAYS AND STORE LAYOUTS
- DESIGNED LAYOUTS TO ATTRACT CUSTOMERS AND INCREASE STORE SALES
- DESIGNED WINDOW AND INTERNAL PRODUCT DISPLAYS
- INSTALLED DISPLAY COMPONENTS (SUCH AS PROPS, FABRICS, HARDWARE AND LIGHTING, AND FLORAL ARRANGEMENTS)
- MAINTAINED STORE AND DISMANTLED DISPLAYS DURING AND AFTER PROMOTION PERIODS

- MANAGED TEAMS TO COMPLETE DISPLAYS TO TIGHT DEADLINES
- MET WITH BUSINESS MANAGERS, SALES MANAGERS AND RETAIL MANAGERS TO DISCUSS SALES STRATEGIES
- RESEARCHED CURRENT AND FUTURE TRENDS
- STAGED AND STYLED MANNEQUINS AND APPROPRIATE LIGHTING TO DISPLAY MERCHANDISE FOR BEST IN STORE PRESENTATION
- WORKED WITH CROSS-FUNCTIONAL TEAMS (SUCH AS DESIGN AND MARKETING) TO CREATE DESIGN THEMES, FLOOR LAYOUTS, AND PLANS

**ONLY HEARTS** SANTA MONICA, CA  
**SALES & STYLING REPRESENTATIVE** / 09/2011 - 10/2012

- ACKNOWLEDGED AND INTERFACED WITH CUSTOMERS IN A PLEASANT MANNER PROVIDING PRODUCT INFORMATION, LOCATION, AND GENERAL STORE KNOWLEDGE
- ASSISTED IN THE SELECTION AND PURCHASE OF PRODUCTS AND SERVICES, WHILE FINDING THE BEST FIT, COMFORT AND STYLE BASED ON THE CUSTOMERS NEEDS
- ACHIEVED ALL SALES AND RETENTION QUOTAS
- ACCURATELY ENTERED DATA INTO BILLING SYSTEM
- ASSISTED IN PRICING AND STOCKING INVENTORY, DISPLAY PREPARATION AND MAINTENANCE, AND MAINTAINED EXCEPTIONAL STORE PRESENTATION
- CREATED PERSONAL RELATIONSHIPS WITH CUSTOMERS MAINTAINING COMMUNICATION REGARDING NEW MERCHANDISE
- EFFECTIVELY COMMUNICATED PRODUCT AND SERVICE INFORMATION, FEATURE FUNCTIONALITY, AND BILLING PROCEDURES
- OPENED AND CLOSED-OUT (KEY HOLDER) ACCURATELY DOCUMENTING ALL TRANSACTIONS, MAKING ACCURATE CHANGES, VERIFYING CREDIT CARDS AND CHECKS, AND BALANCING RECEIPTS
- PARTICIPATED IN ANNUAL PHYSICAL INVENTORY ACTIVITIES

**XXI - FOREVER 21** HOLLYWOOD, CA  
**VISUAL MERCHANDISER** / 02/2008 - 03/2010

- ANALYZED STORE TRAFFIC FLOW AND DISPLAY POINTS
- ASSEMBLED OR REMOVED VISUAL DISPLAYS IN WINDOWS OR IN-STORE
- COMMUNICATED WITH MARKETING TEAM TO ARRANGE PROPER TICKETING AND SIGNAGE
- COMMUNICATED WITH STORE TEAM TO PLAN FLOOR AND MERCHANDISE LAYOUT
- CREATED BRANDED VISUAL MERCHANDISING PACKS
- CREATED EYE-CATCHING PRODUCT DISPLAYS AND STORE LAYOUTS
- DESIGNED LAYOUTS TO ATTRACT CUSTOMERS AND INCREASE STORE SALES
- DESIGNED WINDOW AND INTERNAL PRODUCT DISPLAYS
- IDENTIFIED AND SOURCED DISPLAY COMPONENTS (SUCH AS PROPS, FABRICS, HARDWARE, LIGHTING, AND FLORAL ARRANGEMENTS)
- LED AND MOTIVATED TEAM TO COMPLETE DISPLAYS TO TIGHT DEADLINES
- MAINTAINED HIGH LEVEL OF DETAIL
- MAINTAINED STORE AND DISMANTLED DISPLAYS DURING AND AFTER PROMOTION PERIODS
- MET WITH BUSINESS MANAGER, SALES MANAGER AND RETAIL MANAGER TO DISCUSS SALES STRATEGIES

- PLANNED VISUAL CONCEPTS MONTHLY (INCLUDING WINDOW AND IN-STORE DISPLAYS, SIGNAGE AND PRICING CONCEPTS)
- RESEARCHED CURRENT AND FUTURE TRENDS
- STAGED AND STYLED MANNEQUINS AND APPROPRIATE LIGHTING TO DISPLAY MERCHANDISE FOR BEST IN STORE PRESENTATION
- TRAINED MERCHANDISING STAFF
- TRAINED KOREAN MERCHANDISING STAFF
- TRAINED SALES STAFF HOW PRODUCT SHOULD BE DISPLAYED AND SOLD
- WORKED WITH CROSS-FUNCTIONAL TEAMS (SUCH AS BUYING, DESIGN AND MARKETING) TO CREATE DESIGN THEMES, FLOOR LAYOUTS, AND PLANS

**FREELANCE** LOS ANGELES, CA

**STYLIST / STYLIST ASSISTANT / DESIGN ROOM ASSISTANT / 11/2006 - PRESENT**

## **EDUCATION**

**THE FASHION INSTITUTE OF DESIGN AND MERCHANDISING / LOS ANGELES, CA**

**ARTS & VISUAL COMMUNICATIONS**

## **SKILLS**

- HIGH LEVEL OF ACCURACY, ATTENTION TO DETAIL AND ABILITY TO PRIORITIZE MULTIPLE TASKS IN A FAST-PACED ENVIRONMENT
- EXCELLENT VERBAL AND COMMUNICATION SKILLS
- HIGHLY ORGANIZED
- CREATIVE ABILITY TO CONCEPTUALIZE DISPLAYS AND BRING THEM TO A REAL LIFE PRESENTATIONS
- ABILITY TO COMMUNICATE EFFECTIVELY WITH CUSTOMERS AND STORE AND CORPORATE EMPLOYEES
- KNOWLEDGE OF CURRENT FASHION TRENDS
- CONCEPT RENDERING
- STRONG KNOWLEDGE OF MICROSOFT OFFICE PROGRAMS (WORD, EXCEL, POWERPOINT AND OUTLOOK, ETC.)
- KNOWLEDGEABLE IN COMPUTER GRAPHICS
- ABILITY TO MANEUVER AROUND SALES FLOOR AND STOCKROOM
- ABILITY TO USE CARPENTRY TOOLS AND PAINTING SUPPLIES SAFELY AND EFFICIENTLY

**REFERENCES / ON REQUEST**