

# VERA GANHAO

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## PROFESSIONAL SUMMARY

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Dedicated Senior Visual Merchandiser adept at developing creative merchandising strategy and displays to promote brand awareness and present products to increase sales. Aiming to add value to the team by applying in-depth knowledge of visual merchandising strategy illustrated across 8+ years of industry success.

## WORK HISTORY

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### **Creative Retail Design Consultancy, 04/2016 - Current**

Freelancer, Vancouver, BC

Clients:

- Mejuri - Store Opening Vancouver
- Holt Renfrew - Visual Merchandiser
- Loro Piana - Visual Merchandiser
- DIOR - Visual Merchandiser

### **Visual Display - Production, 09/2020 - Current**

Aritzia, Vancouver, BC

- Coordinate retail campaigns for Aritzia, Wilfred and Babaton
- Prototypes, production and installation roll outs for special activations

### **Creative Visual Merchandiser, 01/2019 - Current**

Tiffany, Vancouver, BC

- Installer for retail campaigns roll outs and point person during special activations

### **Brand Visual Merchandiser, 10/2018 - 03/2020**

Orling & Wu, Vancouver, BC

- Managed visual displays to drive exposure and increase revenue
- Communicated with store teams to plan floor and merchandise layout

### **Lead Visual Display, 04/2019 - 12/2019**

 Vancouver, BC V6R2M1

 778-321-1443

 vganhao@gmail.com

## WEBSITES, PORTFOLIOS, PROFILES

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- [www.veraganhao.com](http://www.veraganhao.com)

## SKILLS

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- Visual Merchandising
- Organization
- Product Expertise
- Customer service

Westelm, Vancouver, BC

- Created retail displays to highlight particular products and drive sales according to corporate strategy
- Followed prepared sketches and planograms to arrange consistent shelves, racks and bins across 2 locations

**Visual Merchandiser, 09/2015 - 09/2016**

Holt Renfrew, Vancouver, BC

Departments: Jewelry, Handbags, Small Leather goods.

**Manager, Retail Store Windows, 09/2009 - 03/2014**

Tommy Hilfiger, HQ, Amsterdam, Holland

- Directed all window concept for Outlets & Denim stores
- Created visual seasonal windows concepts for A stores
- Managed projects according to timeline and seasonal changes
- Drove timely delivery of orders in accordance with approved budgets
- Collaborated closely with photographers to produce and finish photoshoots
- Dressed in sample and completed garments for photographs and displays
- Provided feedback on competitor activities and best practices

## EDUCATION

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**Associate of Arts, Photography: Editorial, Advertising, Fashion and Architecture, 2007**

IDEP - Barcelona, Spain

**Master of Arts, Architecture, Design and Image, 2004**

University Pompeu Fabra - Barcelona, Spain

**Bachelor of Arts, Graphic Design, 2002**

IADE - Lisbon, Portugal

## LANGUAGES

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**Portuguese** -native **English** -fluent **Spanish** -fluent **French**  
-conversational