

PURVI SHETTY

VISUAL MERCHANDISER -TORONTO, CANADA

Over 14 years of progressive work experience in the Home, luggage and Fashion retail industry specializing in Visual Merchandising. I consistently meet & exceed goals and know how to deal with all levels of employees and can lead a successful team. My strong creative background allows me to make any space look aesthetically pleasant. I have a strong passion for this field and thrive in a challenging and changing environment.

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WORK EXPERIENCE

SR. VISUAL MERCHANDISING ASSOCIATE JUL'16 - Present

The Brick, Toronto and Vancouver (home furnishing store)

- Create effective displays in various home departments of the store
- Make Merchandise, Art and décor accessories match suites appropriately
- Ensure the store's visual appearance is maintained at all times
- Innovate and implement exciting merchandising strategies
- Manage space well to maximize sales and Change displays to promote new product launches or to reflect festive or seasonal themes
- Handled 3 stores in Vancouver and won best store award, 2 years in a row
- Acknowledged as Employee of the month several times and Employee of the year in 2018 and 2020

ASST. MANAGER VISUAL MERCHANDISING SEP'12 - FEB'16

VIP industries limited, India (luggage and handbags)

- Visual Merchandising and Projects head for West region,
- Handled and Conducted regular market visits in 102 stores and 35 counters
- Designed and executed window concepts quarterly across all regions
- Involvement in VM strategies, new store layout plans and window designs
- Created the Visual merchandising standard guidelines for all regions
- Designed artworks and got them printed for marketing promotions
- Collaborated with new printing and project vendors, within given budgets
- Managed 19 store openings and 22 store renovations in my tenure
- Coached store staff to achieve high quality performance in, instore aesthetics

SR. EXECUTIVE VISUAL MERCHANDISER SEP'11 - AUG'12

Shoppers Stop limited, India (Lifestyle store)

- Handled all Visual merchandising aspects like signage printing, window executions, mannequin styling, merchandising and training sales staff
- Designed window artworks for Homestop stores as a special project.
- Constructed a Standard operations VM manual for kids & toys category
- Got in-store visuals changed according to current season's graphics & shoots

UNIT VISUAL MERCHANDISER AUG'07 - AUG'11

Pantaloons, Future group, India (Lifestyle store)

- Cluster Visual Merchandiser for 4 key flagship stores of Mumbai
- Closely worked with operations to initiate customer centric displays

SKILLS

TECHNICAL

ADOBE ILLUSTRATOR
ADOBE PHOTOSHOP
ADOBE INDESIGN
MICROSOFT OFFICE

PROFESSIONAL

INTERIOR STYLING
VISUAL/ SPATIAL AWARENESS
WINDOW DESIGNING
COMMUNICATION SKILLS
GRAPHIC/ WEB DESIGNING
MARKETING CAMPAIGNS
SIGNAGE /GRAPHICS PRINT

EDUCATION

Humber College, Canada
Certificate - AUG'18 - APR'19

Graphic design for
Print and Web

Welingkars Institute, India
Diploma - JUL'13 - MAR'14

Masters of Business
Administration

Mumbai University, India
Masters - JUL'08 - MAR'13

Arts, Majored in History

Sophia College, India
Diploma - JUL'04 - MAR'07

Fashion Designing