

Victoria Kelly Chow

Visual Merchandiser

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LinkedIn

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Experience

Stoney Clover Lane

Aug 2022 to Present

Assistant Manager, Creative Visual Merchandising

- Lead the successful execution of product launches by driving in-store activations, events, and impactful window displays to enhance brand visibility and engagement (30+ launches to date).
- Produce all internal creative visual merchandising directives and associated materials, ensuring that in-store execution aligns with brand identity and meets specified objectives.
- Conceptualize, create, and execute seasonal window concepts, introduce fixture rollouts, and implement novel in-store developments across all retail store locations in the U.S.
- Maintain regular communication with retail store teams to ensure the consistent upkeep of visual merchandising standards.
- Travel to retail store locations to manage and assist with installations, seasonal decor updates, store displays, and additional interior elements.

VM ID Inc.

Sep 2021 to Aug 2022

Freelance Visual Merchandiser

- Clients included *Saks Fifth Avenue*, *Via Cavour*, *The Latest Scoop*, and *ICLS*.
- Collaborated with the project team in executing end-to-end construction-phase activities including store drawing and document review, requests for information, prop making, installation of wall presentations, window displays, and project record-keeping.
- Worked with clients and followed through with the development and maintenance of the props, fixtures, and interior elements as needed.

Saks Fifth Avenue

Nov 2021 to Dec 2021

Seasonal Visual Merchandising and Operations Associate

- Contributed to strategic visual planning and the successful introduction of new products on the sales floor, amplifying in-store merchandising strategies and advancing sales objectives.
- Received and managed weekly new flow, promptly addressing and communicating any arising issues.

Banana Republic

Jun 2017 to Sep 2020

Visual Merchandising Lead

- Led the visual merchandising team to maintain corporate merchandising standards, ensuring optimal space utilization, location placement, and traffic flow, and devised creative solutions where required.
- Oversaw creation of window and in-store visual schematics, introduced new flow rollouts, developed display units, and formulated merchandising guidelines.
- Maintained a compelling customer experience by changing and rotating window displays and improving the interior displays, signage, and in-store merchandising.

Education

Seneca College

Sep 2020 to Apr 2022

Ontario College Diploma, Visual Merchandising Arts

Queen's University

Sep 2016 to Apr 2017

Bachelor of Education, Intermediate-Senior

Trent University

Sep 2012 to Apr 2016

Bachelor of Art, English Literature

Skills

Window Design

Vinyl Application

Mannequin Styling

Visual Displays

Prop Creation

Event Coordination

CVM Directives

SketchUp Pro

3D Renderings

2D Drawings

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

Canva

Microsoft Excel

Microsoft Powerpoint

Fluency in Cantonese