

Kelsey Senter

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Seeking a position in Visual Merchandising or Graphic Design.

Software Skills: Photoshop, Illustrator, InDesign, Outlook Email, MS Office Suit, Zipline

Work Experience

The Container Store | Full-Time Visual Specialist

April 2022 - Present

- Ensured the store's visual presentation was updated by daily walk-throughs, maintenance list, signage, graphics and new product campaigns (designed by corporate).
- Met each Friday with the visual team to schedule what projects needed completed for the week.
- Partnered and coached the team on the truck's P.A.C.E. 2.0 process, visual maintenance, sales goals and being confident in marketing the rewards program.

Public Lands | Apparel Lead

August 2021 - March 2022

- Professionally collaborated with the Director of New Store Operations, Project, and Store Manager in preparation for the grand opening of a new location.
- Managed/trained apparel team on core operating processes, visual standards and customer service.
- Maintained mannequins and store displays while focusing on genuine customer experience.
- Led the team during store visits for the president of the corporation.

Crate & Barrel | Merchandiser/Visual Associate

July 2019 - August 2021

- Displayed home decor merchandise by utilizing lighting to highlight the product according to visual standards.
- Replenished merchandise paying particular attention to color stories and display formulas.
- Customized and created signage using Data Sign.
- Assembled and disassembled a variety of window and furniture displays.

Bath & Body Works | Visual Merchandiser

July 2019 - March 2020

- Updated signage and placed merchandise according to corporate visual display documents.
- Rearranged product while highlighting current trends and color stories.
- Restocked and organized products to fulfill sales goals.

Education

B.S. in Human Ecology at The Ohio State University

Graduated May 7, 2017

Major: Fashion and Retail Studies

Minor: Design

Activities and Awards

- **Outdoor Inclusive Adventures:** Volunteered with Public Lands and YMCA at Darby Bend Lake for a day of fun with families to get outside.
- **AVEDA Earth Jam Fashion Benefit:** Volunteered to set up and sell Ardor Keen Pop-Up Shop merchandise.
- **Dress for Success:** Boutique Stylist Volunteer, helped underprivileged women increase their employability by styling and assisting with clothing selection.
- **OSU Fashion Production Association (FPA):** Assisted with production of a fashion show which showcased a personal dress design.
- **The National Society of Leadership and Success for OSU:** Nominated and selected for academic performance and leadership potential.