

Kelsey Senter

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Seeking Lead Role In Visual Merchandising and Display Design

Software Skills: Photoshop, Illustrator, InDesign, MS Office Suit, Excel, and Power Point

Work Experience

Carlisle Gifts | Lead Designer/Visual Merchandiser

December 2022 - Present

- Takes ownership and collaborates designs and mood boards with Manager, as well as stage backdrops, used for our fashion shows.
- Effectively communicates with Managers and co-workers about new displays, rotating and ordering inventory.
- Responsible for all interior and exterior displays in the gift shop and restaurant, while making sure they are adequately signed and priced.
- Willingness to learn and adapt in fast-paced environments, while paying attention to detail and coming up with creative solutions to problems.

The Container Store | Full-Time Visual Specialist

April 2022 - December 2022

- 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

- Accurately displayed home decor merchandise by utilizing lighting to highlight products 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

- Update signage and place merchandise according to Corporate visual display documents.
- Rearranged product while highlighting current trends and color stories.
- Restock and organize products to fulfill sales goals.

Education and Endeavors

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

Graduated May 7, 2017

Major: Fashion and Retail Studies

Minor: Design

Outdoor Inclusive Adventures: Volunteered with Public Lands and YMCA at Darby Bend Lake for a day of fun with families to get outside.

The National Society of Leadership and Success for OSU: Chosen for academic performance and leadership potential.