**POST APPLIED FOR : VISUAL MERCHANDISER**

**NAME : SHAHNAWAZ**

**DATE OF BIRTH : 4TH JAN 1983**

**PLACE OF BIRTH : AFZALGARH DISTRICT BIJNOR**

**E-MAIL ADDRESS :** [**shahnawaz.354395@2freemail.com**](mailto:shahnawaz.354395@2freemail.com)

**GENDER : MALE**

**MARITAL STATUS : MARRIED**

**NATIONALITY : INDIAN**

**INDIAN LICENCE : NOT AVAILABLE**

**OBJECTIVES: The Opportunity to Work in a Large Multi Lateral Business Organization Would Provide Me With a Diverse Mix of Challenge And Opportunity for Growth.**

**STRENGTHS: Fast Learner, Team – Worker, Achiever, and Self- Motivated, Systematic. Heard Worker.**

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| --- | --- | --- | --- |
| **DEGREE / EXAMINATION** | **INSTITUTION / UNIVERSITY** | **%** | **YEAR** |
| **High school**  **Intermediate**  **Graduation (B.A.)** | **U.P. Board**  **U.P. Board**  **MJP Ruhailkhand University Bareilly** | **43**  **54**  **42** | **jun 2000**  **jun 2004**  **jun 2007** |

**SPOKEN : Urdu, Hindi, (Mother Tongue), English Marathi**

**WRITTEN : English, Hindi, Marathi**

**Oct 04th 2008  APR 30th2010 Gini And Jony Ltd. - INDIA**

**Designation : SALES ASSOCIATE**

**Monthly Salary : Rs. 10000/-**

**May 01st 2010 Till Date.. Gini And Jony Ltd.-INDIA**

**Designation : VISUAL MERCHANDISER**

**Monthly Salary : Rs. 15000/-**

* **Defining, designing and implementing a creative visual merchandising strategy**
* **Creating appealing and eye-catching visual displays that lead the customer through the entire store**
* **Producing window displays, signs, interior displays, floor plans and special promotions displays**
* **Convert window shoppers into prospects, drive branding and sales objectives and maximize profitability.**
* **Define, design and implement a creative visual merchandising strategy**
* **Create appealing and eye-catching visual displays that lead the customer through the entire store**
* **Produce window displays, signs, interior displays, floor plans and special promotions displays**
* **Identify key messages and set a clear image of the end result**
* **Come up with, revise and present design ideas with assistant merchandisers**
* **Act in alignment to the organization’s culture, products, image and target market**
* **Monitor costs and work within budget**
* **Oversee the production and brief staff on arranging displays**
* **Change displays to promote new product launches and reflect festive or seasonal themes**
* **Liaise with suppliers and source elements**
* **Research lifestyle, demographics and design trends**
* **Creating visual merchandising packs to communicate visual guidelines including layout principles, visual dressings and signage - usually applies to those based in a head office;**
* **Visiting branches to coach in-store visual merchandising or sales teams to interpret the guidelines and training them in the execution of the visual concept;**
* **Assembling or dismantling visual displays in windows or in-store;**
* **Carrying out 'comp (comparison) shops' to maintain awareness of other retailers' visual merchandising concepts;**
* **Leading and motivating teams to complete displays to tight deadlines;**
* **Seeking feedback from colleagues and customers on the visual impact of displays and implementing changes.**
* **Ms Office**
* **Tally**
* **Internet**
* **Power Point**
* **Listening to Hindi and English music.**
* **Playing cricket, Books, watching movies.**