

# Amanda L. Costello

## VISUAL MERCHANDISING MANAGER

### EXPERIENCE

2021 – CURRENT

#### FASHION STYLING MANAGER

SANTA FE DRY GOODS

- *Styles all wardrobe, jewelry, footwear and home goods whether on figure or still life.*
- *Responsible for leading the development of weekly campaign emails from concept to execution.*
- *Leads overall visual merchandising for the brands three stores.*

2019 – 2021

#### VISUAL MERCHANDISING MANAGER

THINKGOODNESS

- *Led the development and creative execution of branded photography. Including the brainstorming and presenting of style concepts.*
- *Styled all jewelry and wardrobe whether on figure or still life.*

2017 – 2019

#### VISUAL MERCHANDISING SPECIALIST

JOHNSTON & MURPHY

- *Developed seasonal display plans, props/signs with focus on key seasonal product to maximize sales.*
- *Communicated all visual changes in presentation and promotions to stores via visual communication documents.*
- *Handled all new store openings from design concept, fixture design and onsite setup.*

2016 – 2017

#### VISUAL MERCHANDISING MANAGER

PETSMART CORPORATE

2014 – 2016

#### VISUAL MERCHANDISING SPECIALIST

JCPENNY CORPORATE

2013 – 2014

#### VISUAL MERCHANDISING SPECIALIST

FOSSIL

2010 – 2013

#### VISUAL MERCHANDISING COORDINATOR

CARTERS

### ORGANIZATIONS

2021 – CURRENT

#### SOCIAL MEDIA LEAD

JUNIOR LEAGUE OF ALBUQUERQUE



### CONTACT

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### EDUCATION

Florida State University

B.S. Merchandising, Cum Laude

### SKILLS

Project Management

Trend Analysis

Leadership

Critical Thinking

Branding & Identity

Communication

Teamwork

Photography

Adobe Suite

Retail Branding

Problem-Solving