

Amanda L. Costello

SENIOR VISUAL MERCHANDISING MANAGER

EXPERIENCE

2023 — CURRENT SENIOR VISUAL MERCHANDISING MANAGER

WANA BRANDS

- Collaborates with Brand Expansion, Marketing, and Sales teams to meticulously execute merchandising strategies and tools supporting nationwide product launches and marketing initiatives at the retail level.
- Orchestrates captivating in-store experiences through expert visual merchandising, fostering deeper brand connections with customers across retail locations.
- Established and maintained a unified standard for Wana's visual merchandising principles at each retail location, considering store profiles, volume requirements, and in-store design attributes.

2021 — 2022 FASHION STYLING MANAGER

SANTA FE DRY GOODS

- Styles all wardrobe, jewelry, footwear and home goods whether on figure or still life for web.
- Leads overall visual merchandising for the brands three stores.

2019 — 2021 VISUAL MERCHANDISING MANAGER

THINKGOODNESS

2017 — 2019 VISUAL MERCHANDISING SPECIALIST

JOHNSTON & MURPHY

2016 — 2017 VISUAL MERCHANDISING MANAGER

PETSMART CORPORATE

2014 — 2016 VISUAL MERCHANDISER, WOMENS

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