

Barbara Nichols

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A determined, creative, and hardworking individual in Fashion Business with several years of focus on Window Display Design, Visual Merchandising, Styling and Forecasting. Possesses a strong balance in creative and analytical skills, excellent communication, decisive leadership, management throughout multiple regions and interpreting brand vision.

WORK EXPERIENCE

Zara | Mar 2014 - Present
Regional Window Dresser Chicago/Boston

- Manage exterior window displays & in-store mannequins across Midwest/NE regions
- Independently construct window displays, start to finish
- Interpret company's global direction through installation design, while catering to each store's clientele & unique inventory & size.
- Experience use of power tools for window display construction

Club Monaco | Aug 2013 – Mar 2014
Merchandising Freelancer

- Assisted Visual Manager by creating and executing new floor plans each month
- Processed new merchandise and determined product placement and installation displays within store.
- Pulled & styled garments for all mannequins displayed in windows & store

INTERNSHIPS

Ralph Lauren | May 2012 – May 2013
Creative Intern

- Assisted in take down and set-up of home department section of store bi-annually
- Joined creative team in the installation of all window displays
- Responsible for choosing garments and styling mannequins from all departments throughout the store
- Set display items to visual merchandising standards

Anthropologie | Sep 2011 – Jan 2012
Creative Intern

- Determined which velocity items in the store were selling and why
- Created window and store displays
- Prioritized merchandise on sales floor for new products
- Consistently sought new fashion and product knowledge

EDUCATION

Columbia College | May 2013 | GPA: 4.0
Fashion Business Major, Marketing Minor