

# JADE ALFRED A. LAMATAO

VISUAL MERCHANDISER / STYLIST

---



Al Azizia, Doha, Qatar | +974 5519 3738 | jalamatao2987@gmail.com

## Professional Summary

Highly motivated and experienced Visual Merchandiser with a demonstrated history of success in the fashion retail industry. Known for creating engaging and effective visual displays that drive sales and improve the customer experience. Proactive team player with excellent problem-solving skills, time management, and the ability to perform under pressure.

## Key Skills

- |                             |                                  |
|-----------------------------|----------------------------------|
| ✓ Visual Merchandising      | ✓ Trend Forecasting              |
| ✓ Mannequin Stylist         | ✓ Inventory & Stocks Management  |
| ✓ Window Display Design     | ✓ Cross-Department Collaboration |
| ✓ Planogram Execution       | ✓ Customer Engagement Strategies |
| ✓ Store Layout Optimization | ✓ Creative Problem Solving       |

## Visual Merchandiser / Window Dresser

2point | MAYORAL, KOCCA ITALIA, XTI | Dec 2016 – Apr 2025

- - Create window and indoor displays aligned with brand themes, trends, and seasons.
- - Collaborate with the Marketing Manager to meet seasonal targets and customer demands.
- - Coordinate with warehouse teams for display setup and item preparation.
- - Monitor product placement and maintain store visual standards.
- - Analyze customer feedback to improve display effectiveness and enhance customer engagement.
- - Stay updated on industry trends and competitor displays to ensure innovation and relevance.
- - Train staff on visual merchandising best practices to foster a knowledgeable team.
- - Evaluate the performance of displays through sales data and adjust strategies accordingly.
- - Plan seasonal transitions in advance to ensure timely updates and maintain customer interest.
- - Develop eco-friendly display solutions to align with sustainability goals and brand values.

- - Foster creativity within the team by encouraging idea sharing and collaborative brainstorming sessions.

### Department Supervisor

**M.H. Alshaya Co. | H&M – Villaggio Mall, Doha | Aug 2015 – Aug 2016**

- - Prepared weekly staff schedules and managed daily operations.
- - Trained and supervised team members while supporting sales targets.
- - Led team briefings on new product launches and internal updates.
- - Developed training materials for new hires to streamline onboarding.
- - Monitored inventory levels and coordinated with suppliers to ensure stock availability.
- - Implemented customer feedback systems to improve service quality and address concerns.
- - Conducted performance evaluations to identify areas for individual growth and development.

### Visual Merchandiser / Window Dresser

**M.H. Alshaya Co. | H&M – Villaggio Mall, Doha | Aug 2013 – Aug 2015**

- - Designed visual displays and floor plans for product promotions.
- - Created eye-catching seasonal and themed displays to attract customers.
- - Researched trends and implemented brand-aligned visual strategies.
- - Developed promotional materials, including signage and digital content, to enhance customer engagement.
- - Analyzed customer feedback and sales data to refine visual strategies and improve effectiveness.
- - Executed installations and maintained displays to ensure they remained appealing and relevant throughout promotional periods.
- - Trained staff on visual merchandising best practices to foster a consistent execution of brand standards.

### Sales Associate

**M.H. Alshaya Co. | H&M – Villaggio Mall, Doha | Jan 2011 – Aug 2013**

- - Delivered excellent customer service to support sales goals.
- - Maintained organized and appealing product presentation areas.
- - Assisted customers with product recommendations and inquiries.
- - Collaborated with team members to enhance customer experience and achieve collective targets.

- - Participated in regular training sessions to stay updated on product knowledge and industry trends.

## Education

### Associate in Hospitality Management

Pamantasan Ng Lungsod Ng Pasig (University of Pasig City) Philippines

2004 – 2006

## Trainings & Seminars

- - Styling & Outfit Building – H&M Villaggio Store, Jan 21, 2016 (Gregory Rafoulus, Area Visual Manager)
- - Style Guide – H&M Villaggio Store, Feb 5, 2015 (Gregory Rafoulus, Area Visual Manager)
- - Customer Care – H&M Villaggio Store, Sep 14, 2014
- - SHOPPIE – H&M Villaggio Store, Apr 18, 2014

## Professional References

- - **Mrs. Klariz Ann Dela Cruz** - Store Head, Mayoral Qatar | +974 55748128
- - **Ms. Rhoda Florenosos** - Store Manager, H&M Landmark Mall | +974 7764 2978
- - **Ms. Julie Karla Gregorio** -Registered Nurse, Al Jazeera Medical Center | +974 77659899

I hereby certify that the above foregoing information is true and correct to the best of my knowledge and belief.

**Jade Alfred Lamatao**