

# Melissa Hernandez

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## EDUCATION

### Savannah College of Art & Design

Bachelor of Fine Arts in Fashion Marketing & Management 2026

- Minor in Fashion Design
- Current GPA of 3.8
- Awarded Dean's List from 2022-2024
- Recipient of Chelko Foundation Endowed Scholarship
- Recipient of SCAD's Achievement Honor Scholarship
- Recipient of SCAD's Academic Honor Scholarship

## EXPERIENCE

### Visual Merchandiser

The Buckle Inc. | Oct 2024

- Rose foot traffic by 35% with cohesive visual merchandising.
- Planned store layouts that can be refreshed and adapt to store needs driving sales up by 20%.
- Worked closely with store manager and a team of 9 to manage and execute visual tasks in-store.
- Educated leadership team of visual strategies and product knowledge for consistency.
- Analyzed consumer behavior in store to assess the effectiveness of a visual display and product placement.
- Conducted trend and consumer analysis to style store mannequins, resulting to 75% of outfits being purchased off the displays.
- Used software to coordinate window displays according to guidelines, seasons, and local events.
- Managed and ordered for our inventory needs such as display materials.

### Sales and Management Intern

The Buckle Inc. | May 2024

- Increased brand department rankings by 48%.
- Boosted product units by 22%.
- Achieved a 21% rise in profit by demonstrating product knowledge and sales skills.
- Engaged with interns and district managers nationwide via conference calls.
- Acquired leadership skills by assisting manage a sales team.
- Developed a business plan with sales goals that focused on leadership & teamwork.
- Leveraged visual merchandising and marketing strategies to drive results.
- Represented Buckle at a UGA career fair, promoting the internship program.
- Gained experience in interviewing, recruiting, & networking.

## LANGUAGES

### Bilingual

Spanish & English native speaker.

## SKILLS

### Professional

Visual Merchandising • Marketing • Merchandising • Sales & Management • Creative Direction • Branding • Trend Analysis & Forecast • Graphic Design • Customer Service • Project Management & Collaboration •

### Technical

Microsoft Office Suite • Adobe Suite • Styling • Retail Management Software • CRM Software • Data Analysis • Inventory Management • Product Placement Strategies •

### Soft

Adaptability • Creativity • Self-Motivator • Team Management  
Work Ethic • Communication • Problem Solving • Attention to Detail

## CERTIFICATIONS

### Adobe Photoshop

Adobe Certified Professional in Visual Design

### Georgia Department of Education

Work-Based Learning Certification in Interiors, Fashion, and Textiles.

Georgia Department of Labor Work Certification

Distinguished Georgia Department of Education Employability Soft Skills Seal

Distinguished Georgia Department of Education Pathways Skill Seal