



Michael

ANDERSON

COMMERCIAL STYLIST

Dynamic Senior Fashion Stylist with a rich background in commercial styling, specializing in retail and advertising campaigns. Over 10 years of experience in creating impactful visual merchandising strategies that enhance consumer engagement and drive sales. A proven track record of collaborating with marketing teams to develop cohesive branding strategies that resonate with target demographics.

CONTACT

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SKILLS

- commercial styling
- visual merchandising
- consumer analysis
- project management
- team collaboration
- budget management

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN FASHION MARKETING, UNIVERSITY OF FASHION, 2013

ACHIEVEMENTS

- Boosted sales by 20% through effective visual merchandising strategies.
- Recognized for excellence in styling at the Retail Excellence Awards, 2021.
- Successfully styled over 100 advertising campaigns, resulting in increased brand awareness.

WORK EXPERIENCE

COMMERCIAL STYLIST

Retail Vision

2020 - 2025

- Designed and implemented visual merchandising strategies that increased foot traffic by 25%.
- Collaborated with marketing teams to align brand messaging with visual displays.
- Executed styling for advertising campaigns, enhancing brand visibility in the market.
- Analyzed consumer behavior to inform styling choices and optimize display effectiveness.
- Trained staff on visual merchandising best practices, fostering a cohesive brand image.
- Managed budgets for visual projects, ensuring cost-effective implementation.

STYLING ASSISTANT

Ad Agency Co.

2015 - 2020

- Supported lead stylists in the execution of commercial shoots and campaigns.
- Assisted in the development of creative concepts for advertising projects.
- Managed inventory of clothing and accessories for styling projects.
- Maintained organization of styling kits and equipment.
- Participated in client meetings to understand project requirements and objectives.
- Provided logistical support during photo shoots, ensuring smooth operations.