

ALYSSA NEMEC

VISUAL MERCHANDISER | MARKETING COORDINATOR

Raleigh, NC (Willing to Relocate) | alnemec00@gmail.com | [Creative Portfolio](#)

SUMMARY

Creative and highly organized marketing professional with 4+ years of experience developing branded content, supporting cross-functional teams, and coordinating strategic initiatives in fast-paced retail and wellness environments. Adept at building polished presentations, managing marketing collateral, and supporting localized and firmwide marketing efforts through collaboration, consistency, and clear communication. A team-first problem-solver with strong innovative skills and an eye for detail.

TECHNICAL SKILLS

Microsoft Office	Content Creation	Prototyping
Google Workspace	Trend Forecasting	Photography
Adobe Creative Suite	CLO3D/ CAD Software	Strong Verbal &
Canva	Visual Merchandising + Styling	Written Communication

PROFESSIONAL EXPERIENCE

Visual Merchandiser, FP Movement

May '23 - Present

- Executed visual merchandising strategies that boosted store traffic and conversion by 30%, translating national campaigns into trend-driven in-store experiences
- Partnered with corporate/regional teams to implement seasonal floor sets, product launches, and localized window displays
- Conceptualized and coordinated local events and partnerships to drive brand awareness and community engagement

Event & Marketing Coordinator, FACE FOUNDRIE

May '23 - July '24

- Drove a 35% increase in engagement by leading multi-platform social strategies and content planning
- Launched hyperlocal campaigns for new store opening, including influencer outreach, event marketing, and brand partnerships
- Ensured brand consistency across all marketing channels through cross-functional collaboration

EDUCATION

Bachelor of Science in Fashion & Textile Management

Aug '18 - May '22

North Carolina State University, *Raleigh, NC*

- Concentration in Product Development
- Minor in Business Administration
- Magna Cum Laude // 3.5 GPA
- Senior Design Collection "*Misconception*"

ADDITIONAL INFORMATION

- **Certifications:** Digital Marketing Certified (HubSpot Academy)
- **Photography Instagram @lyssclicks** – Curate and capture lifestyle content using film and digital photography; edit using Adobe Lightroom to build a cohesive visual brand and creative portfolio