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Milan – available for relocation



Monica Minervini



Monica Minervini
Visual
Merchandiser

EDUCATION

2020

Social Media Marketing
course

2019

Indesign and Illustrator
course

2004 - 2005

Visual Merchandising
course

1998 - 2003

Degree in **Marketing
and Communication**
Full Marks 110/110

PROFILE

Dynamism, challenges, a stimulating and constantly changing market, getting in touch with other cultures, enjoying different professional and personal experiences are exciting key aspects of my work. Pragmatism, determination, motivation, flexibility, passion and curiosity are my main soft skills.

Over 15 years' experience in Retail and Wholesale market channels have given me the opportunity to develop:

- ✓ excellent know-how in balancing commercial and creative needs
- ✓ staff management and training
- ✓ work strategically and dynamically always respecting deadlines
- ✓ problem-solving attitude
- ✓ positive and proactive approach to people and goals

PROFESSIONAL EXPERIENCE

2017 - present

Visual Merchandising Consultant - Freelance

TRICOT	Chianciano Terme
JANUS ET CIE	Milan
SOCAPRI	Capri e Palm Beach
METROCITY	Milan
BIZZOTTO	Bassano del Grappa
PIAGGIO - for EICMA	Milan
MINI - BMW - for PITTI	Florence
FUJIWARA	Milan
MILA SCHÖN	Milan
LA GALETTE	Crema
IMPRINTING DIGITALE	Milan

September 2019 – present

Visual Merchandising Teacher

Different schools, both online and offline classes.

LANGUAGES



ITALIAN - native



ENGLISH - upper-intermediate



GERMAN - basic

SKILLS

PROBLEMSOLVING



CREATIVITY



AUTONOMY



TEAM MANAGEMENT



SOFTWARE

MICROSOFT OFFICE



INDESIGN



ILLUSTRATOR



PHOTOSHOP



September 2010 - March 2014

MOSCHINO

Visual Merchandising Manager

Middle East, Russia, Europe (44 shops)

December 2007 - April 2010

COSTUME NATIONAL and C'N'C

Visual Merchandising Manager (7 shops)

December 2005 - November 2007

DOLCE E GABBANA

Visual Merchandising Europe (20 shops)

January 2005 - October 2005

JAM store, LA RINASCENTE Group - Milano Duomo

Instore Visual Merchandiser (single responsible)

Department Store displaying around 80 brands across sportswear, streetwear, accessories, beauty in 1000sqm.

MAIN RESPONSIBILITY

- Setting up VM Department and all related activities for brands
- Supervision of domestic and international stores at VM level
- Managing the set up of VM concepts for window & in store displays, corporate showrooms and local branches, special events, pop-up stores and press-da
- VM set up and staff training for store new opening
- Coordination and supervision of VM guidelines at brands' Direct Operated Stores and Franchising Stores located in Italy, Europe, Middle East and Russi
- Implementation of cohesive and consistent VM standards for store networks, including the integration of props and the making up of VM Guidelines and Collection Books issued in both English and Italian languages
- Organization and supervision of photo-shoot for ADV campaigns, Visual Books, catalogs, social media and e-commerce.
- VM Staff management and VM training