

Maria Isabel Abarca, B.A, A.S

Relocatable | Anaheim, CA 92802 | maria@mariaabarca.com | www.mariaabarca.com | 949.400.5396

Experience

Amazon Style Corporate Visual Merchandiser L5

Remote

September 2023 – Current

- Developed and owned the comprehensive visual merchandising strategy for Style's women's segment, restructured merchandising in all zones improving business +23% for the women's department
- Oversaw and designed curation timeline using Figma and Figjam for seamless collaboration amongst 40+ users
- Built strong strategic initiatives in collaboration with stakeholders with focus on customer needs ensuring consistent approach per zone improving trend zone +43% in women's department and +37% in men's trend zone
- Conducted ongoing research to continuously learn and innovate for consumer needs, space planning, merchandise selection, and trends
- Built and upheld strategic initiatives with the highest brand standards, emphasizing quality and consistency in women's segment
- Measured and communicated with cross functional partners the effectiveness of strategic initiatives, ensuring tangible results through analysis of WBR/BI Reporting

Amazon Style Corporate

Remote

VM Administrative Support II (Contractor)

September 2023 – August 2023

- Managed multiple projects at once from various segments visual curation to new key initiatives and timelines
- Researched, defined, and curated implementation of targeted customer story's in collaboration with Senior Visual Merchandiser
- Performed a variety of administrative and support functions for the visual merchandising team
- Supported senior visual merchandiser on concepts, retail practices, visual merchandising, data analytics to create best customer experience
- Identified opportunities and created practices that allow for automation, business to scale while improving practices to support business needs
- Partnered with internal teams VM, Category Managers, Tech, and Inventory Management to carry out topline initiatives

Michaels

Irvine, CA

Customer Experience Manager

April 2022 – Current

- Managed and owned KPI's focused on customer experience, merchandise, and overall satisfaction with stores
- Analyzed CSC, NPS and sales reports to strategize and deliver results; implement action plans focusing on deficient areas and highlight growth opportunities.
- Lead the recruitment, training, development and overall management of a dynamic store team
- Managed and lead adherence of Standard Operating Procedures (SOP's) and company programs to ensure compliance to applicable laws and company policies and standards
- Managed all front-end policies and procedures are followed by stores to achieve KPI
- Lead team to 26% KPI growth overall, plan and lead the execution of training, coaching, various teams on customer experience for sales floor and cashiering to achieve positive performance results
- Lead the Omni Channel process, and serve as Manager on Duty; lead various store teams of 20+ team members per store
- Continually evaluate the performance of each employee and provide in the moment feedback to drive results

Forever 21 HQ SPARC GROUP LLC

Los Angeles, CA

Corporate Visual Merchandiser

November 2021 – February 2022

- Managed multiple segments such as key target customer profile Alexa, accessories, denim, basic apparel, and lingerie
- Executed merchandising strategies using visual design to contribute to 26% sales growth in segments managed
- Aided in increase of target demographic Alexa sales by overselling 43% SLS on 41% INV and grossing \$146k+
- Developed solution designs in collaboration with buyers, and merchandisers to improve sales and reduced markdown sales strategies, while working in fast paced environment
- Project managed, designed, developed, photographed, and wrote the visual directives for controlled segments ensuring to meet deadlines for the implementation of 412 stores
- Maintained Excel's of samples, SKU's, price, In House Dates, T.O.P samples for various project implementation
- Surveyed stores and worked with field leaders to provide feedback and solutions to store specific issues
- Predicted trends to strategically develop innovative directives for capsule collections
- Interpreted and evaluated market trends and researched competition to maintain position of company being leader in fast fashion consumerism

The Walt Disney Co. (Walt Disney Parks and Resorts)
Visual Merchandiser

Anaheim, CA
February 2013 – October 2021

- Designed visual elements that contributed to 45% increase in sales growth
- Managed multiple specialty stores visuals and product assortment
- Led team members through floor resets, merchandise updates, and launches
- Analyzed flow of traffic in store to ensure 85% more visibility of merchandise
- Collaborated with stage managers/buyers/designers to acquire merchandise that would increase sales
- Implemented strategies that aid in resolving merchandise shortages and floor-set readjustments
- Provided back-end administrative support to the team as needed for special events, and expos
- Amplified overall sales of specialty department by customer engagement and retention
- Stimulated single sales of original branded art valued \$25k and upward through establishing strong relationships with clientele
- Mentored and trained sales staff in product features and display implementations

Leadership & Activities

Walter Collection

Los Angeles, CA

Public Relations and Marketing Director

August 2015 – February 2016

- Managed public relations team, strategies, media placements, social media engagement, product placement, and press
- Created unique product placements like having full collections in Germany's Next Top Model, product placed in Pretty Little Liars show, ad for Making the Cut
- Chaired project collaborations with Selena Gomez, Becky G, Jennifer Lopez, etc.
- Collaborated with cross functional teams including designers, manufactures, marketing, social media, CRM, and advertising teams
- Conducted research on market demand, industry trends, media and customer profiles

Kappa Omicron Nu

CSU Long Beach, CA

Omicron Alpha Psi Member

- Promotes empowered leaders who use integrative approach to enhance quality of living through excellence in family and consumer science fields, leadership, and research.
- National Honor Society members are exceptional undergraduates/graduates who are selected under specific criteria; meaning invitation only, and are ranked top 25% of their class

Education

CALIFORNIA STATE UNIVERSITY, LONG BEACH

Long Beach, CA

Bachelor of Arts, Fashion Merchandising (Cum Laude GPA, Presidents Honor List)

Relevant Coursework: Fashion Merchandising & Design Practices, Fashion Buying, Global Sourcing for Fashion Industry, International Fashion Retailing, Fashion Promotion & Sales, Fashion Ethics and Social Responsibility, Fashion Forecasting, Consumer Dynamics, Cultural Perspectives of Dress, Family Consumer Science, Historic Perspectives of Fashion, Intermediate Textiles, Professionalism & Leadership in Family Consumer Sciences, Fashion Customer

UNIVERSITÀ DEGLI STUDI DI BRESCIA

Brescia, Lombardy Italia

Study Abroad

Relevant Coursework: International Global Studies, Global Sourcing, Merchandising, Luxury Textile Manufacturing, Luxury Design, Luxury Visual Design, Buying, International Retailing, International Trend Forecasting

ORANGE COAST COLLEGE

Costa Mesa, CA

Associates of Science, Fashion Merchandising & Textiles (Presidents Honor List, Deans Honor List)

Relevant Coursework: Design & Visuals Design, Applied Textiles & Design, Clothing Design & Selection, Essentials of Public Speaking, Fashion Strategy for Consumer, Fundamentals of Apparel Production, Human Relations & Supervision, Marketing, Intro to Textiles, Principles of Advertising, Principles of Clothing Construction, Professional Communication, Retail Buying, Special Events Coordinating & Promotions, Street Style, Trend Forecasting

Skills

Technical: Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Microsoft Outlook, Microsoft SharePoint, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Acrobat, SMG, Oracle Product Lifecycle Management, Oracle Retail Merchandising System, Google Analytics, Google Suite, Canva, Computer Assisted Design, Atlassian JIRA, Apple Page, Apple Keynote, Retail Math, Trend Forecasting, Sewing, Fashion Sketching, Garment Fitting, Consumer Research, SQL, Color Theory, Layout Design, Supply Chain Management, Customer Service Management, Retail Merchandising, Visual Merchandising, Figma, Figjam, ASANA, InVision, Tableau

Soft: Written and Oral Communication, Problem Solving, Detail Oriented, Organization, Time Management, Critical Thinking, Active Listening, Efficiency, Public Speaking, Project Management, Planning

Language: Spanish (Fluent), English (Fluent)

Certifications: Google Analytics (Google 02/2022), Professional Selling Certificate (Orange Coast College), Entry Level Marketing Certificate (Orange Coast College)