Ananya Sen

Visual Merchandiser

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SKILLS

Window displays · In-store layouts · Planograms · Mannequin styling · SketchUp · Adobe Illustrator · Photoshop · VM audits

CORE SKILLS

- Colour and composition
- Brand guidelines
- Trend research
- Store team training
- Project coordination

LANGUAGES

Bengali · Native
English · Fluent
Hindi · Fluent

PERSONAL STATEMENT

Visual merchandiser with 4 years of experience in fashion and lifestyle retail, currently handling 9 stores across Kolkata, Siliguri and Bhubaneswar. Skilled in window and in-store displays, planograms, seasonal launches and brand guideline audits, with displays linked to measurable sales growth.

WORK EXPERIENCE

Cluster Visual Merchandiser · Kaashi Lifestyle Retail Pvt Ltd, Kolkata — Feb 2024 – Present

- Plan and set up windows and in-store displays for 9 fashion stores, rolling out 6 seasonal and festive campaigns a year.
- Redesigned the Durga Puja window and front table layout, lifting festive sales of the featured range by 27% over the previous year.
- Created planograms in SketchUp and Excel that cut fixture set-up time for new collections from 3 days to 1.5 days.
- Audit stores monthly against brand VM guidelines, raising the average VM audit score from 76% to 90%.

Visual Merchandising Executive · Ganga Threads Fashion House, Kolkata — Jul 2022 – Jan 2024

- Styled mannequins, windows and wall bays for a 6,000 sq ft ethnic wear flagship store.
- Designed a colour-blocked saree wall that increased sell-through of slow-moving stock by 18% in one quarter.
- Trained 20 store staff on folding standards, size sequencing and maintaining displays after peak hours.

EDUCATION

B.Des. in Fashion Communication · Eastern Institute of Fashion and Design, Kolkata, West Bengal — 2018 – 2022
Grade: 8.0 CGPA

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