

# JESSICA BEVILACQUA

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Marketplace Visual Merchandising Strategist, specializing in wholesale retail environments and consumer-driven brand execution.

## VISUAL MERCHANDISING & BRAND EXECUTION SPECIALIST

Hands-on visual merchandising professional with experience executing seasonal product presentations, showroom merchandising, and consumer-facing brand storytelling across wholesale and retail environments. Skilled in mannequin styling, fixture placement, product presentation, and translating brand direction into visually compelling retail experiences. Comfortable executing pre-set visual plans while adapting to store layouts, inventory, and product availability in fast-paced environments. Experienced in working cross-functionally to maintain brand standards, elevate presentation, and support operational execution.

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## CORE COMPETENCIES

Visual Merchandising Execution • Mannequin Styling • Showroom & Seasonal Setups • Product Placement & Presentation • Wholesale Retail Environments • Brand Storytelling • Retail Fixture Systems • Seasonal Floor Sets • Consumer Journey Optimization • Stockroom & Product Flow • Backstocking & Inventory Pulls • Retail Operations • Cross-Functional Collaboration • Brand Standards Execution • Photography & Merchandising Validation

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## PROJECTS

- Nike Showroom, Mondo, Nike HQ - Beaverton, Oregon, June 2026
- Adidas World Cup Activation, Winston Retail, Portland Metro Area, September 2025 - May 2026
- Adidas Showroom, Adidas Brand Center, Portland, Oregon, May 2026
- Adidas Showroom, Adidas Village, Portland, Oregon, January 2026
- Adidas Showroom, Adidas Village, Portland, Oregon, September 2025-November 2025
- Columbia Sportswear Showroom, Beaverton, Oregon, May 2025

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## PROFESSIONAL EXPERIENCE

### WINSTON RETAIL

#### **Marketplace Merchandising & Brand Experience Specialist, Portland Metro Area | Nov 2024 – Present**

- Execute seasonal merchandising updates, product placement, and visual brand standards across high-volume wholesale partner retail locations throughout the Portland Metro market.
- Style mannequins and seasonal presentations based on brand guidance, customer flow, and product storytelling objectives.
- Support showroom merchandising projects, including apparel presentation, fixture setup, and seasonal product storytelling.
- Translate brand priorities into actionable in-store execution while adapting merchandising presentations based on available product and retail environment needs.
- Merchandise product, pull inventory, and support warehouse-to-floor execution in fast-paced retail environments.
- Photograph completed merchandising work to validate execution and maintain brand consistency.
- Partner with store leadership and brand stakeholders to align fixtures, seasonal priorities, and presentation standards.
- Identify opportunities to improve product visibility, customer flow, and merchandising clarity in competitive retail environments.

## HOBBY LOBBY

### Visual & Operations Leadership

**Vancouver, WA | Aug 2020 – Oct 2022**

- Directed large-scale merchandising and visual execution supporting seasonal business initiatives and store presentation standards.
- Executed merchandising resets, product placement, and visual storytelling across high-volume departments.
- Managed backstocking, inventory pulls, merchandise movement, and floor replenishment to maintain customer-ready presentations.
- Balanced creative presentation with commercial objectives, ensuring merchandise remained visually appealing and easy to shop.
- Built compelling customer-facing displays without formal planograms, adapting layouts based on product and customer engagement.

## KOHL'S

### Center Core Lead

**Vancouver, WA | Nov 2016 – Aug 2020**

- Managed merchandising execution within high-volume center core departments, balancing visual standards with operational priorities.
- Led merchandising resets and promotional launches supporting seasonal campaigns and company initiatives.
- Supported Omni operations, including fulfillment, inventory coordination, customer service, and stockroom execution.
- Maintained presentation standards while supporting inventory flow and back-of-house organization.

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## ADDITIONAL VISUAL MERCHANDISING EXPERIENCE

- Experience styling standing, seated, active pose, leg, and bust mannequins, including seasonal outfit styling, layering, and product presentation.
- Comfortable styling mannequins with a storytelling mindset to create visually cohesive presentations that inspire full outfit purchasing.
- Experience executing visual direction while adapting to product allocation and maintaining strong brand presentation standards.
- Comfortable lifting and moving products, fixtures, mannequins, and merchandise in fast-paced retail and showroom environments.

## SPORTSWEAR & STREETWEAR KNOWLEDGE

- Strong interest in heritage sportswear, with an appreciation for adidas Originals styling, classic silhouettes, and the influence of streetwear on modern consumer trends.
- Stay informed on sneaker releases, apparel collections, and brand collaborations to understand evolving product trends and consumer demand.
- Combine a passion for sport and fashion with professional merchandising experience to create consumer-focused product presentations and storytelling.

## SPORTS & CONSUMER ENGAGEMENT

- Regular attendee of Seattle Mariners games and dedicated follower of the team throughout the MLB season through live broadcasts and game tracking.
- Follow both collegiate and professional football throughout the season, maintaining a broad understanding of the sports landscape and fan experience.
- Active sports enthusiast with a strong interest in how fan engagement, athlete performance, and major sporting events influence consumer trends and merchandising strategies.

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## EDUCATION

Western Governors University  
Master's in Marketing, Digital Specialization

Western Governors University  
Bachelor's in Marketing