

JESSICA BEVILACQUA

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Visual Merchandising | Retail Marketing | Consumer Experience

Merchandising professional with experience supporting athletic, performance, and lifestyle brands across wholesale retail, showroom, and marketplace environments. Experienced in executing seasonal product launches, assortment presentation, visual merchandising, and consumer-focused merchandising initiatives for nationally recognized brands including adidas, adidas Golf, Columbia Sportswear, Goodr, Bombas, and Nike. Partner with corporate stakeholders, field leadership, and retail teams to translate merchandising strategies into consistent marketplace execution while providing reporting, identifying merchandising opportunities, and supporting business objectives through data-informed decision-making. Eager to leverage experience creating compelling retail environments, leading visual merchandising initiatives, and translating brand strategies into engaging consumer experiences.

CORE COMPETENCIES

Visual Merchandising • Brand Storytelling • Seasonal Product Launches • Product Presentation • Consumer Experience • Showroom Merchandising • Cross-Functional Collaboration • Retail Analytics & Reporting • Assortment Execution • Marketplace Merchandising • Wholesale Retail • Inventory & Product Flow • Project Management • Microsoft Excel

TECHNICAL SKILLS

Microsoft Excel • PowerPoint • Word • Outlook • Teams • Google Workspace • Adobe Creative Cloud • Wix • Apple iWork • AI Productivity Tools

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

PROFESSIONAL EXPERIENCE

WINSTON RETAIL

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

- Lead seasonal merchandising initiatives supporting athletic and lifestyle brands across wholesale retail environments, ensuring consumer-focused product presentation and successful product launches.
- Build strong working relationships with store leadership and corporate partners to communicate project priorities, adapt to changing business needs, and ensure successful retail execution.
- Served as a trusted merchandising resource for field representatives and retail partners by sharing best practices, reinforcing brand standards, and supporting consistent execution across multiple locations.
- Partner with corporate brand teams, field leadership, and retail management to align merchandising execution with seasonal business priorities across multiple locations.
- Coordinate showroom merchandising, fixture installations, seasonal assortments, and product storytelling to strengthen the consumer shopping experience.
- Evaluate inventory conditions, product availability, consumer demand, and merchandising opportunities to optimize product presentation while maintaining brand standards and enhancing the consumer shopping experience.
- Deliver detailed reporting, photography, and execution insights that provide corporate partners visibility into merchandising compliance, execution quality, and opportunities for improvement.

HOBBY LOBBY

Visual & Operations Leadership

Vancouver, WA | Aug 2020 – Oct 2022

- Provided day-to-day coaching and merchandising guidance to team members, reinforcing visual standards and supporting consistent execution across departments.
- Executed merchandising resets, promotional launches, inventory movement, replenishment, and department presentation standards.
- Managed backstocking, inventory pulls, merchandise movement, and floor replenishment to maintain customer-ready presentations.
- Balanced creative visual merchandising with commercial objectives to improve product visibility and the customer shopping experience.
- Adapted merchandising strategies to changing inventory levels while maintaining strong visual standards.

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 execution for seasonal campaigns, promotional events, and department resets in a high-volume retail environment.
- Coordinated inventory flow, fulfillment, replenishment, and merchandising standards across multiple departments.
- Maintained operational excellence through organized product presentation, stockroom management, and customer service.

ADDITIONAL VISUAL MERCHANDISING EXPERIENCE

- Styled mannequins using seasonal product stories, layering techniques, and consumer-focused outfitting to create engaging retail presentations.
- 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.

ATHLETIC INDUSTRY & CONSUMER KNOWLEDGE

- Stay informed about athletic footwear, apparel, and marketplace trends by tracking seasonal product launches, consumer demand, and brand strategies across the performance and lifestyle industries.
- Monitor emerging consumer preferences, competitive product offerings, and merchandising trends to better understand purchasing behavior and marketplace opportunities.
- Combine professional merchandising experience with a strong interest in sport and performance brands to create consumer-focused product presentations and support business objectives.

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 to maintain 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.

EDUCATION

Master's in Marketing, Digital Specialization

Bachelor's in Marketing

Western Governors University