JESSICA BEVILACQUA

360-901-7926 | jessicabevilacqua164@gmail.com
LinkedIn: jessicabevilacqua164 | Portfolio: JessicaBevilacqua.com | Portland, Oregon |

VISUAL MERCHANDISING | BRAND EXPERIENCE | RETAIL EXECUTION

PROFESSIONAL SUMMARY

Visual merchandising and brand presentation professional with 8 years of experience supporting leading athletic, lifestyle, and fashion brands across multi-location retail environments, corporate showrooms, and brand activations. Skilled in translating brand direction into elevated product presentations through mannequin styling, apparel outfitting, showroom merchandising, and seasonal storytelling. Experienced in Nike/Jordan and adidas brand execution, multi-retailer merchandising, and coordinating projects that strengthen brand consistency and enhance the consumer experience. Combines creative vision, strong execution, and project coordination expertise with a Master's degree in Marketing.

CORE COMPETENCIES

- Visual Merchandising & Brand Execution
- Athletic Brand Presentation & Storytelling
- Mannequin Styling & Apparel Outfitting
- Showroom Merchandising & Model Styling
- Seasonal Product Presentation & Floorsets
- Multi-Brand & Multi-Location Execution
- Retail Partner & Brand Standards Alignment
- Product Placement & Visual Composition
- Brand Activations & Experiential Merchandising
- Project Coordination & Execution Reporting
- Cross-Functional & Store Team Collaboration
- Fixture Presentation & Product Mapping

PROFESSIONAL EXPERIENCE

WINSTON RETAIL

Merchandise Coordinator | Retail Marketing, Product Launch & Allocation Support

Portland Metro Area | November 2024–Present

- Execute Nike visual merchandising at Dick's Sporting Goods, currently supporting the Washington Square location through mannequin styling, apparel outfitting, product placement, and elevated in-store brand presentation aligned with Nike visual merchandising standards.
- Lead multi-brand merchandising execution across retail partners and multiple store locations, supporting a diverse portfolio of athletic, lifestyle, fashion, and apparel brands, including Nike/Jordan, The North Face, adidas, adidas Kids, adidas Golf, Bombas, Goodr, Fanatics, Columbia Sportswear, and others.
- Support corporate showroom styling and merchandising projects for adidas North America, including mannequin styling and model outfitting for seasonal preline presentations, as well as Columbia Sportswear showroom merchandising.
- Coordinate visual merchandising initiatives, seasonal floorsets, product mapping, fixture installations, and brand activations, including the Fanatics Origin of Speed collection launch at the University of Oregon.
- Manage competing merchandising priorities across multiple retail partners, coordinating project timelines, execution standards, reporting, and follow-up while adapting brand direction to different retail environments and customer experiences.

HOBBY LOBBY

Visual & Operations Leadership

Vancouver, WA | August 2020–October 2022

- Created customer-facing merchandising presentations and displays that communicated product stories and supported seasonal shopping experiences.
- Coordinated daily retail execution and team priorities while balancing visual presentation, customer experience, and operational objectives.

KOHL'S

Center Core Lead

Vancouver, WA | November 2016–August 2020

- Executed merchandising standards, seasonal campaigns, promotional events, department resets, and product presentation initiatives in a high-volume retail environment.
- Coordinated inventory flow, fulfillment, replenishment, and product organization across multiple departments.

SELECTED CORPORATE SHOWROOM & BRAND ACTIVATION PROJECTS

adidas North America Headquarters | Showroom Styling & Merchandising

Winston Retail | ongoing project

- Styled and merchandised corporate showrooms, creating cohesive product presentations aligned with adidas brand direction.
- Styled mannequins and outfitted models for seasonal preline and account-sales presentations.
- Supported product storytelling through apparel styling, coordinated outfitting, and visual presentation.

Nike/Jordan World Headquarters | Showroom Styling & Merchandising

Mondo | Beaverton, Oregon | June 2026; September 2026

- Supported Nike/Jordan showroom styling, merchandising, mannequin styling, and product presentation.
- Contributed to cohesive showroom environments reflecting athletic product stories and brand presentation standards.

Fanatics | Origin of Speed Collection Launch Activation

Winston Retail | University of Oregon | October 2026

- Supported a pop-up brand activation for the launch of Fanatics' Origin of Speed collection.
- Contributed to product presentation and the physical brand experience within a college football environment.

adidas | World Cup Activation

Winston Retail | Portland Metro Area | September 2025–May 2026

- Supported visual merchandising execution and brand presentation for a high-visibility adidas activation.

MULTI-BRAND & RETAIL PARTNER EXPERIENCE

Macy's: Movado, Hugo Boss, Olivia Burton, Democracy Jeans.

Dick's Sporting Goods: Nike/Jordan, The North Face, adidas, adidas Kids, Bombas, Carhartt Kids, GOAT USA, Fanatics, Goodr, Junk Brands, Speedo.

Golf Galaxy: adidas Golf, Goodr.

DSW: Goodr.

JCPenney: adidas Accessories, Haggar, Fanatics.

Target: Haggar.

Kohl's: Haggar.

Kroger: Carhartt.

Additional experience includes supporting merchandising initiatives across multiple store locations in the Portland metro area, Vancouver, Eugene, and Medford.

TECHNICAL SKILLS

Microsoft Office: Excel, PowerPoint, Word, Outlook, Teams, Copilot
Creative & Digital: Adobe Creative Cloud, Wix
Presentation & Productivity: Keynote, Apple iWork, Google Workspace, AI Productivity Tools

EDUCATION

Master's in Marketing, Digital Specialization: Western Governors University

Bachelor’s in Marketing: Western Governors University