


GWENDOLYN HIPOLIT

VISUAL STORYTELLER,
GUEST EXPERIENCE LEADER,
FASHION & INTERIOR STYLIST



CONTACT

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EDUCATION

KENT STATE UNIVERSITY

2007-2011

BACHELOR OF SCIENCE,
FASHION MERCHADISING

TECH SKILLS

InDesign
Illustrator
Photoshop
Microsoft Office
Mac OS X

EXPERIENCE

Men's Product Manager | Banana Republic (Flagship) | McLean, Virginia | June 2023- Current

- Set the tone for the BR guest and the store team to help bring the brand to life through hospitality, personalized services, visual presentation, and operational processes.
- Ownership over men's business through customer and product operations, merchandising, and talent development.
- Featured in the east region's best floorset execution.
- Apply shop keeper mentality to adjust floorset based on Tyson's guest, architecture, and inventory levels.
- Execution of the store strategy to achieve performance goals and drive profitable sales growth.

Visual Projects Coordinator | South Moon Under | Annapolis, MD | Sept 2022- Jan 2023

- Responsible for the interior and exterior visual functions for 27 retail locations.
- Ownership over seasonal window displays from concept to installation, managing quarterly budgets, sourcing and ordering elements for each store's unique architectural layout.
- Created weekly store communication, quarterly window directives, and store training initiatives.
- Reduced budget by designing reusable displays allowing to alleviate payroll and workload.
- Collaborated with Marketing, Buying, and Store Operations to create company vision and consistent brand aesthetics that maintain integrity and uniqueness of the brand.
- Successfully expanded the brand by conceptualizing fixture placement and merchandise strategy for three new store openings showcasing an elevated guest experience.

Visual Manager | Pottery Barn | Pittsburgh, PA | Nov 2020- Sept 2022

- Elevated store experience by managing all visual aspects of the business including display, merchandising, floorset execution, and lighting.
- Developed and executed strategies to maintain and train the store team on high level visual standards and brand direction.
- Managed all furniture deliveries and merchandise shipment receipts.
- Drove sales through design services and interior styling based on client needs.
- Received "Catch the Spirit" award for exceptional customer service. Consistently exceeded sales per hour goal of a +161% year to date.

Associate Merchandise Team Leader | American Eagle Outfitters & Arie (Flagship) |Pittsburgh, PA | Feb 2020- Nov 2020

- Led flagship store walk-throughs with corporate executives to both provide and utilize feedback to enhance the store and company performance by testing new initiatives.
- Motivated, trained, and developed a large high performing merchandising team by delivering a compelling vision and purpose which encompassed the company's core values.
- Oversaw and participated in efficient and productive handling of all merchandise from shipment receipt and processing, floorsets, and replenishment systems while maintaining standard operating procedures.
- Planned, mapped, and executed floorsets, adjusting the presentations based on the guest journey, top sellers, architecture, and inventory levels.

Visual Assistant Manager | Altar'd State |Pittsburgh, PA | Feb 2019- Feb 2020

- Planned and executed art installations, window displays, floorsets, and trend concepts based on market penetration.
- Increased store traffic by designing and creating three-dimensional visual presentations unique to the South Hills location.
- Managed store budget for supplies needed to build effective displays.

SOFT SKILLS

Exceptional Problem Solver
Detail Oriented
Creative Broad View Thinker
People First Mentality
Effective Leader and Team Builder
Advocate for Compelling Visual
Excellence

EXPERTISE

Clientelling
Personalized services
Visual Merchandising Strategy
Branding
Window Displays
New Store Openings
Styling
Art Direction
Art Installation

- Conceptualized a merchandise strategy for a new store opening in Columbus, OH. Coached store team on brand positioning, clienteling, and visual merchandising to create an elevated guest experience.
- Introduced standardization of operational processes to ensure proficiency and profitability.

Store Manager | Highway Robbery Vintage | Pittsburgh, PA | March 2016- Feb 2019

- Self-directed management over business operations, sales, employees, website, and social media.
- Drove sales through customer service, clienteling, personal styling, and wardrobe services.
- Enhanced profitability by exceeding monthly sales goals resulting in more than doubling total sales in two years allowing business to move to a larger, high profile space.
- Conceptualized and executed store layout and merchandising strategy for new location to drive sales and profitability.
- Bought directly from clothing dealers and built relationships with vendors for consistent flow of top selling inventory.
- Created innovative social media posts by styling and photographing models, flat lays, and visual presentations.
- Managed website by listing new items daily, linking online listings to Instagram stories for maximum selling exposure.

Senior Stylist | Stitch Fix | Jan 2017-Feb 2019

- Promoted from a Women's Stylist to a Luxe Stylist, Men's Stylist, and a Senior Stylist.
- Styled 60 clients weekly maintaining relationships with recurring clients respecting individual style, fit, and budget.
- Exceeded expectations for metrics including keep rate, average order value and fix per hour.

Visual Merchandising Manager | Forever 21 | Denver, CO | Aug 2014- March 2016

- Managed over 35 employees in a 33,000 square foot 2 level store.
- Hired, trained, developed, and promoted associates, leads, and managers, to become future leads, and managers.
- Assisted District Visual Manager in training visual merchandisers throughout the district.
- Implemented district wide initiative for associates to take ownership over a shop concept for maintenance and service.
- Created efficient and effective handling of all merchandise from shipment receipt, processing, daily merchandising, planning and execution of floor sets, and replenishment systems.
- Merchandised new store openings, managed in-store re-fixturing.

Store Visual Supervisor | Love Culture | Denver, CO | Aug 2012- June 2014

- Named "Visual Merchandising All Star" during 2014 company wide contest.
- Promoted a fun, profitable store through customer service, styling, visual presentation, and training associates on standards and procedures.
- Drove sales by planning and executing floor sets, window updates, and merchandise presentations.

Visual Manager | Macy's | St. Clairsville, OH | July 2011- July 2012

- Awarded "Best Center Core Presentation" and "Store of the Year" for highest sales vs last year's results in 2012.
- Impacted sales by creating merchandise presentations, seasonal fashion trend statements, three-dimensional visual presentations, promotional events, corporate shop concepts and prototypes for all departments.
- Ensured maximum productivity, profitability, operational excellence and compliance.