

VISUAL MERCHANDISING & MARKETING LEADER

A detail oriented leader with 13+ years of corporate experience with diversified visual merchandising, marketing, and project management capabilities in retail & consumer good markets. Repeated success developing and executing go-to-market strategies within direct-to-consumer channels. Strong track record of creatively leading merchandising revenue and effectively communicating branded initiatives to the consumer through innovation. Strategic and collaborative perspective with implementation focus.

CORE COMPETENCIES

Visual Merchandising | Consumer Journey Optimization | Marketing Strategies | Team Leadership | Planning and Organization | Proactive Problem Solver | Creative Design

PROFESSIONAL EXPERIENCE

Nike; Hybrid | Senior, Visual Merchandising NSO NA **03/2025 – Present**

Spearhead visual merchandising strategy for Nike's small-format doors by setting seasonal vision, driving concept elevation, and establishing always-on (365) direction that supports consistent, brand-right execution. This work focuses on translating Nike's brand narratives into clear, scalable visual guidance tailored to smaller footprints—balancing creative storytelling with operational realities to ensure impactful consumer experiences across the fleet.

- Launched Nike's newly elevated small-format retail concept in South Congress, followed by rollout across six additional fleet locations.
- Implemented impactful changes to enable larger storytelling within compact environments—curating assortments by zone and optimizing fixtures to maximize brand expression.
- Established operational processes and cross-functional checkpoints to ensure timelines, alignment, and executional rigor were met.

Columbia Sportswear; Remote | DTC Sr. Visual Merchandising Manager **09/2021 – 03/2025**

Adeptly leads cross-functional collaboration to define and design compelling presentation strategies elevating the consumer experience and go-to-market strategies. Facilitates execution of marketing campaigns, evaluates in-store execution, and leads long-term vision and tactical direction to enhanced brand identity in the marketplace.

- Create branded visual standards and seasonal toolkits for go-to-market campaigns to drive branded uniformity and highlight story-telling moments
- Develop processes and built new tools which streamlined workflow improvement and aligned with omni-channel marketing blueprint
- Oversee vendor relationships, ensure timely deliveries, and control costs to stay within budget
- Audited purchasing costs of 70+ new store builds and remodels to ensure budgetary limitations were met, reducing overall cost of project by more than \$1+ million
- Collaborate with store design, construction and merchant counterparts for all floor plans, layouts, product placement, and fixture designs for new stores and remodels

alyssa whitrock

VISUALS
& MARKETING

323-627-9580
alyssawhitrock@icloud.com

alyssawhitrock.com
www.linkedin.com/in/alyssawhitrock

Skechers; Manhattan Beach, CA | Visual & Marketing Manager **03/2016 – 08/2021**

Spearhead the visual strategy and presentation of new apparel line in the NA marketplace and branded spaces. Managed multi-million-dollar budgets, forecasted regionalized trends, and ensured consistent visual and marketing standards across a diverse retail network.

- Created all marketing and visual elements, direction, and toolkits for portfolio of branded retail space in NA: flagships, branded stores, outlets, and big box concepts
- Managed team of creatives to design consumer facing marketing assets
- Trained and mentored new field marketing team to comply with company initiatives and programs to gain branding coherence and consistency
- Reduced spending on supply expenses over \$800k by sourcing & negotiating better pricing with external vendors
- Developed and design new mannequins used globally

Bebe; Los Angeles, CA | Marketing & Visual Associate **02/2013 – 03/2016**

Produced end-to-end window conception, bi-weekly floor set execution, and managed tight timelines. Proficiently coordinated cross-functional calendars, oversaw visual aspects of store openings, and ensured consistent implementation of marketing and visual standards nationwide.

- Tailor & developed fixtures & store concepts that align with brand product strategies
- Designed & produced new mannequin package distributed to all retail doors globally
- Inventoried 1000's of marketing assets, which improved resource library organization & cross-functional channel interaction

Union & Freelance; Los Angeles, CA | Wardrobe Stylist **08/2011 – 06/2014**

Worked closely with clients and creative directors in production of print, campaigns, editorial, commercials, & television: Avalon Toyota | Maxim | Kmart | Stani Catalog | OK! Magazine | Disney | Frito Lay | Champs Sports | Gwaltney | Warner Brothers | 24 Hour Fitness | Paul Frank | Toys R Us | Target | Pottery Barn Teen | Li Ning | Pink | Taylor Swift | Rebecca Mader | Kim Kardashian | Kylie & Kendall Jenner | Maria Menounos | Mark Ronson | Neyo

AWARDS

Above & Beyond Award, 2024
DTC Excellence Award, 2018
Global Creativity Award, 2017

EDUCATION

Visual Communications, Fashion Institute of Design & Merchandising, Los Angeles, CA
Various professional courses in Visual Merchandising, Marketing, Communications, Architecture, & Graphic Design