

Natalie Mitchell

DIGITAL MARKETER

natalierosemitch@gmail.com

604-368-0779

<https://www.linkedin.com/in/natalierosemitch/>

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After several years in the visual merchandising space I found myself drawn to digital marketing. I love the creative problem solving aspect of digital marketing and how the digital landscape is constantly evolving. The combination of my retail experience with my digital marketing diploma gives me unique insight into customer habits that would be an asset when developing digital marketing campaigns.

EXPERIENCE

Regional Window Display Manager | Zara Canada

JANUARY 2014-MARCH 2020, VANCOUVER, BC

- Executed window assembly by performing a full tear down, re-painting, composing mannequins and placing merchandise & vinyl.
- Coordinated the delivery and removal schedules for over 200 window displays each season.
- Launched RFID inventory technology across all stores.
- Assisted with store openings which involved preparing window displays for stores across the US and Canada.

Visual Merchandising Manager | Zara Canada

APRIL 2012 - JANUARY 2014, VANCOUVER, BC

- Analyzed sales reports and KPI's to create successful visual merchandising strategies.
- Headed twice weekly store flips and moves including floor planning, merchandise strategy and changing store fixtures.
- Managed a team of 5 for in-store receiving and processing of all incoming product shipments.
- Led daily meetings with all store staff on sales goals, product updates, trends and head office communications.

EDUCATION

BrainStation | Diploma Candidate, Digital Marketing

FEBRUARY 2021 - MAY 2021, VANCOUVER, BC.

Visual College of Art and Design | Marketing and Merchandising for Fashion Diploma

JANUARY 2011 - MAY 2012, VANCOUVER, BC.

SKILLS

SEO, SEM, SMO, Google Ads, Google Analytics, Social Media Marketing, Copywriting, Email Marketing, Content Strategy, MailChimp, Klaviyo, Microsoft Office Word, Excel, Powerpoint.