

# Dominique Robertson

## PROFILE

I am an experienced Display Manager and Visual Merchandiser with a successful career in Shop window design and team management. I am driven and enthusiastic and easily motivate teams to produce outstanding and creative work. I lived in Los Angeles for 4 years before relocating to Düsseldorf, Germany in 2015. I returned to live in the UK in June 2017 and currently reside in Solihull.

## EMPLOYMENT

### CREATIVE FREELANCER at SEW DODO

Düsseldorf, Germany - 3/2016 - present

In 2016, I started my own company. Having previously worked for Laura's Deli in the restaurant, the working relationship between myself and the founder, quickly grew and Laura became my first client. I developed, wrote and launched the Web and E-commerce site, consulted on Social Media Strategy, managed and organised Photo Shoots and supported Laura with ongoing projects and assisted with Creative Direction.

### DISPLAY MANAGER at WHITE STUFF

London, UK 4/2013 - 8/2013 (Maternity Cover)

£500K Budget - Manager of Window Design and Roll Out

Working closely with the Marketing director and Head of Creative I was responsible for the budget, design, prototype, roll out and communications of all window and store creative for the UK & Europe as well as store creative and installations.

### DISPLAY MANAGER at RIVER ISLAND

London, UK - 2/2008 - 4/2012

550+ Stores - 900+ Windows - 40+ Field Team

Managed the design, prototype and roll out of the windows as well as styling and dressing guides for the UK & European markets. Working with Company Directors and VM team to ensure the expectation was constantly met and remained on brand. Attended world trade shows for prop sourcing, contact building, creative inspiration and window trends. Managed budgets for Ad hoc window installations and bespoke creative.

### SENIOR VISUAL MERCHANDISER at RIVER ISLAND

Midlands, UK - 2/2006 - 2/2008

Working within a partnership, responsible for the window dressing, styling and store creative for 5 flagship stores in the UK, carrying out walkthroughs and training for the store teams to ensure standards were maintained.

### WINDOW DRESSER at H&M

Nottingham, UK - 4/2000 - 6/2006

Co ran the store display team and managed the window and internal mannequin styling updates. Regularly managed and assisted New Shop openings as well as training for new recruits across the UK.

## EDUCATION

### Diploma in Photography at Shaw Academy

Dublin, Ireland 08/2016

### German Language Course A2.1 at VHS

Büderich, Germany 10/2015

### Breaking into Copywriting at Screenwriters University

Venice, CA 10/2014

### BTEC Diploma in Fashion Design at Chesterfield College

Chesterfield, UK 7/1998

## EXPERIENCE

### Planning and organisation

Critical path for 900+ windows including design, prototype, production, delivery, roll out, implementation and control of the budgets. Problem solving and meeting deadlines whilst working remotely. Running and planning of the studio/mock shop

### Management and leadership

Leading and delegation of the field and store teams for new season windows, new store openings and Ad Hoc events. Hosting training and teaching workshops for new recruits or updated processes. Writing guidelines and regulations for best practises with follow up coaching out on the field.

### Brand Identity

Understanding the importance of maintaining the brand image through consistency across all channels. The power and effect of social media and it's influence on every aspect of the business and its relationship between Visual Merchandising and customer engagement.

## GET IN TOUCH

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