

RACHEL PEREIRA

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PROFESSIONAL SUMMARY

Creative and detail-oriented Fashion Merchandising graduate with experience in retail, wholesale, and luxury markets, including styling, visual merchandising, PR, and design support. Passionate about bringing fashion concepts to life through polished, market-ready presentations that enhance brand storytelling.

SKILLS

- Visual merchandising and styling
- Trend research and forecasting
- Innovative presentations and detail orientation
- Client engagement strategies
- Content creation and social media management
- Product expertise and brand strategy
- Design development using Adobe Suite
- Collaborative teamwork

EXPERIENCE

Merchandising & Design Assistant

Jovani Fashion | New York, NY | May 2024-May 2025

- Contributed to showroom merchandising, managing the organization and display of over 3,000 unique designs across couture, bridal, prom, and cocktail collections.
- Assisted in selecting and merchandising styles for buyer clients, including department stores such as Macy's and Neiman Marcus, ensuring assortments aligned with seasonal trends and market demands.
- Engaged in trend analysis and market research to inform design decisions and anticipate industry developments.
- Participated in fabric meetings, selecting color palettes, approving strike-offs, and maintaining organized fabric records.
- Led in-house photography sessions for sample garments, ensuring accurate documentation for company databases and design catalogs.

Style Advisor / Sales Associate

Banana Republic | Edgewater, NJ | Oct 2021-Current

- Delivered personalized styling consultations with repeat clients, building lasting relationships.
- Contributed to store merchandising, refreshing floor displays and styling mannequins to align with seasonal trends.
- Recognized for exceptional styling ability and customer service by both clients and leadership.

Social Media Coordinator

September Media Services | Remote | Feb 2022-May 2024

- Developed and executed engaging social media content such as graphics, reels, and stories across multiple client accounts, enhancing brand identity and storytelling.
- Boosted audience engagement by 30%+ through strategic content planning, trend-driven campaigns, and targeted community interaction.
- Managed client accounts and online communities, driving brand visibility and fostering meaningful follower connections.

Fashion PR Intern

Agentry PR | New York, NY | Sep 2023-May 2024

- Coordinated designer samples for editorial shoots, influencer collaborations, and events, ensuring timely delivery and flawless presentation.
- Created brand-driven pitches and conducted influencer and trend research to support impactful marketing campaigns.
- Streamlined showroom operations, improving efficiency of sample pulls, returns, and visual presentation to enhance overall brand experience.

Volunteer

NYFW - Reviere Agency and BB's Backstage | Jan 2023-Feb 2023

- Supported PR team with runway product placement and show setup for Christian Cowan and Badgley Mishka
- Assisted backstage operations to ensure smooth event execution.
- Gained hands-on knowledge of runway styling and designer brand visioning.

EDUCATION

BBA: Fashion Merchandising, Minor in Styling

LIM College | New York, NY | Dec 2024

The Arts in Florence

Florence University of The Arts | Florence, Italy | Aug 2024

LANGUAGES

- English
- Spanish

WEBSITE

- <https://montagestyling.wixsite.com/rachelpereira>