



OLIVIA MITCHELL

CONTACT

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EDUCATION

2019-2023 **Bachelor of Science in Graphic Design** *Full Sail University*
2011-2015 **High School Diploma** *Eastern Greene High School*

EXPERIENCES

Visual Presentation Manager *Ashley HomeStore* October 2023-Current

- Led design initiatives to enhance store environments, optimizing product presentation and maximizing sales.
- Developed innovative display strategies integrating branding elements to reinforce Ashley HomeStore's identity.
- Created and executed designs for promotional events and influencer partnerships to create immersive brand experiences.
- Utilized interior design principles to create attractive displays and maintain showroom quality.
- Hired and trained Floor Support team members to foster a culture of excellence.
- Participated in inventory audits and maintained clear communication channels within the organization.

Business Owner *Olivia's Boutique* April 2020-January 2024

- Founded and established Olivia's Boutique, overseeing all aspects of business development and operations.
- Managed staffing, scheduling, and training to ensure excellent customer service and smooth operations.
- Designed and maintained a unique brand identity, including logo, storefront, and marketing materials.
- Handled product sourcing and selection to curate a high-quality inventory.
- Executed successful social media strategies to engage customers and drive online sales.
- Actively participated in industry events and trade shows, representing Olivia's Boutique and staying informed about market trends.

Brand Co-Manager *Express* 2016-2019

- Planned monthly floorsets to meet company standards and branding.
- Supported Store Manager in hiring, training, and scheduling.

SKILLS

Visual and Design | Project Management | Marketing Strategy | Adobe Suite