



penny malone ■ penny malone ■ penny malone

## experience

resumes

4.09 to Current

Banana Republic, 7322 Jones Maltsberger Rd, San Antonio, Texas 78209

*Merchandise Presentation Supervisor* ■ Primary responsibility is executing a day-to-day action plans developed by the leadership team to provide an effective and efficient store operation, focused on the merchandise handling, replenishment processes and all aspects of visual presentation within the store.

8.08 to 2.09

Coldwater Creek, One Coldwater Creek Drive, Sandpoint, Idaho 83864

*Visual Coordinator* ■ Design and Merchandising

Created and maintained an image for multiple stores that resonated with the target customer, guided customers browsing through merchandise placement, with the goal to increase sales. Oversaw company visual standards, training of staff in visual merchandising, and enhanced customer brand experience in 7 stores in the Central TX District.

Made frequent visits to stores to evaluate and communicate visual guidelines to the store teams. Corresponded with the Home Office on the progress of the team's development through photo reviews, e-mail, evaluations, and conference calls. Traveled to the Home Office to assist in creating and developing company-wide floor sets. Collaborated in conceptualizing, designing, and implementing in-store displays for over 350 retail stores. Traveled to new stores to execute floor sets, implement training of new staff, and oversee company standards.

Promoted the Central TX District to be consistently in the top 5 in national sales volume.

9.03 to 8.08

Coldwater Creek, 255 East Basse, Suite 1014, San Antonio, Texas 78209

*Visual Lead* ■ Responsible for the visual presentation of the store, training of staff in visual standards, planning and implementing floor sets. As a member of the management team was also responsible for multiple aspects of running the store.

9.01 to current

*Freelance Graphic Designer*

visit [pennymalone.com](http://pennymalone.com) to see portfolio.

4.92 to 9.01

KMOL TV 4, 1031 Navarro, San Antonio, Texas 78205

*Sr. Broadcast Designer* ■ Responsible for station's format look. Print and on-air graphics for promotions, news and commercials. Also handled special projects such as vehicle signage, set design, and employee training.

Software ■ CorelDraw, Dreamweaver, Illustrator, Photoshop, etc.

## education

Colorado Institute of Art ■ Denver, Colorado

Major: Advertising Design, 7.82 to 12.84

Associate Degree of Occupational Studies in Advertising Design

San Antonio Art Institute ■ San Antonio, Texas

Macintosh Computer Graphics, 9.91 to 12.91

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