

# CORNELIA BIJL

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## CONTACT

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## AWARDS

**ALPOLIC EXCELLENCE  
IN RETAIL DIRECTIVE**  
APRIL 2019

**SHERIDAN EXCELLENCE  
IN PORTFOLIO DESIGN**  
APRIL 2019

**SQUARE ONE COMMUNITY  
CONTRIBUTIONS AND EXCELLANCE  
IN VISUAL MERCHANDISING ARTS**  
APRIL 2019

## EDUCATION

**VISUAL MERCHANDISING ARTS**  
SHERIDAN COLLEGE | 2017 - 2019  
GPA 3.9/4.0 SILVER MEDAL SCHOLAR

## EXPERIENCE

**VISUAL MERCHANDISING MANAGER - HEARTLAND**  
BANANA REPUBLIC FACTORY | FEB 2023 - PRESENT

- Drove sales through coaching and training, with a specific focus on product knowledge, sales behaviors, and merchandising standards. This approach led to an increase of +15% in 2023 sales to LY.
- Analyzed reports to determine opportunities for commercial actions and earning potential for different merchandising actions.
- Owned all aspects of merchandising instore, including but not limited to window displays, signage, instore merchandising, mannequins, store layout, lighting, and furniture placement.
- Trained and mentored high performing merchandising associates.
- Elevated client experience through executing consistent brand standards in merchandising. Achieved an outstanding 96.5% customer satisfaction rate regarding store appearance and shopping convenience.
- Regularly communicated detailed product feedback to headquarters. Significantly improved communication around product feedback at a store level.

**ASSISTANT STORE MANAGER - CONCEPT STORE**  
ANDREWS | SEPT 2022 - FEB 2023

- Supported a new team through the process of opening a new store
- Implemented existing operational systems and developed new systems to fill needs around client based services
- Developed merchandising strategies and systems for new product categories and worked within existing brand guidelines to ensure the best products were in the best place at the right time
- Trained new team members on POS systems, stockroom management, artwork curation, and other store aspects as required
- Developed strategies around new product categories for better visual impact, communication, and community awareness

**DEPARTMENT MANAGER - FLAGSHIP STORE**  
MASSIMO DUTTI | SEPT 2021 - SEPT 2022

- Maximized and drove daily sales by coaching sales team and improving conversion, ATV, and UTV. Achieved monthly sales goals through overseeing team KPIs and mentoring employee alignment with company standards.
- Ensured ranking and new items have optimal placement and visual merchandising standards were followed and respected
- Communicated with HQ regularly regarding sales budgets, hours budget, rotation and success challenges, and provided feedback through emails, conference calls, and store visits.
- Managed deliveries and transfers, placed new products, organized the stockroom, and ensured visual standards were respected while improving adherence to health and safety guidelines and policies.
- Achieved results of +60% in sales post-pandemic compared to 2019
- Supported scheduling, approved availability changes, executed performance reviews, and verified timesheets regularly

**ASSISTANT MANAGER - MASSIMO DUTTI** | SEPT 2020 - SEPT 2021  
**VISUAL MERCHANDISER - MASSIMO DUTTI** | AUG 2019 - MAR 2020  
**PROJECT MANAGER - SQ1 HOLIDAY MARKET** | AUG 2019 - DEC 2019  
**VISUAL MERCHANDISING CORPERATE INTERN GIANT TIGER** | OCT 2018