

*courtenay ahuja*  
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## EDUCATION

University of Alabama  
B.S., Apparel & Textile Design  
Minor, Consumer Sciences

## TECHNICAL SKILLS

Adobe: Illustrator, Photoshop, InDesign,  
Lightroom and Premier  
Microsoft: Powerpoint, Word, Excel,  
Outlook and Teams  
Google Workspace  
PC & MAC

## SKILLS

Art Direction  
Brand Design  
Content Design  
Communication  
Illustration  
Styling

## EXPERIENCE

### TIFFANY AND CO. | JOHN HARDY | PANDORA | NEW YORK, NY

Freelance Content Designer, Visual Merchandising Communications & Training  
October 2022 - Present

- Design visual communications including guidelines, monthly newsletters and team intranet pages for global in-store guidance (utilized in up to 500 stores) that is editorial, brand appropriate, stylistic and clearly conveys merchandising standards
- Create effective training communications for global product launches, in-store activations, seasonal floor changes and in-store presentation initiatives
- Coordinate with vendors, up to 15 wholesale partners and 30 field visual associates to manage production and installation of visual assets as needed

### TUMI | NEW YORK, NY

Global Visual Merchandising Manager

April 2015 - July 2016

- Directing photo shoots, designing communication layouts, writing, publishing and delivering assets to necessary partners and overseeing implementation of global in-store and window presentations
- Led visual standards trainings for District Managers, Store Managers and Field Visual Associates covering 120 stores
- Conducted all VM collateral production orders and retrofits including seasonal window creative, quarterly video content updates, prop roll-outs, signage updates, lightbox changes, etc. Worked with over 100 Store Managers to create these orders and provided direction to support the receiving and installation of collateral.
- Created and delivered Merchandising and Visual Assortment Layouts for all new store openings and renovations as well as attended new store openings to provide visual direction (approximately 15 per year).

### COACH | NEW YORK, NY

Visual Merchandising Coordinator, Global Environments, 2013 - 2015

Administrative Assistant, Women's Handbag Design, 2011 - 2013

### GIORGIO ARMANI | NEW YORK, NY

Sales Assistant, February 2010 - May 2011

### SAINT LAURENT | NEW YORK, NY

Merchandising Intern in Women's Accessories, January - February 2010

## AFFILIATIONS

### UNIVERSITY SCHOOL OF NASHVILLE ASSOCIATION

Vice President of Communications and Marketing

### THISTLE FARMS

Remnant Project Coordinator

### UNIVERSITY SCHOOL OF NASHVILLE

Evening Classes Program Assistant

### REFERRAL REAL ESTATE AGENT

References available upon request.

