
BIANCA SILVA

Luxury Retail & Fashion Marketing

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Luxury retail professional with experience at Moynat, Coach, and Pandora, combining strong sales performance with client relationship building, visual merchandising, and in-store launch support. Fashion Marketing student at LIM College seeking an assistant or coordinator role in retail or brand marketing within fashion, luxury, or beauty. Brings firsthand understanding of customer preferences, product presentation, and brand experience.

KEY SKILLS

Luxury Clienteling & Relationship Building | Visual Merchandising & Brand Standards
Product Storytelling & Styling | Cross-Selling & Upselling | In-Store Launch Support | Associate Training

PROFESSIONAL EXPERIENCE

Moynat • Saks Fifth Avenue, New York, NY

Full-Time Sales Associate

Mar 2026 – Present

- Provide personalized styling consultations and product education for luxury leather goods and accessories at Saks Fifth Avenue, tailoring recommendations to each client's preferences and needs.
- Build lasting client relationships through attentive service, clienteling, and cross-selling. Assist Brazilian clients in Portuguese and Spanish-speaking customers using intermediate Spanish.
- Maintain boutique presentation and support visual merchandising, collection displays, and physical setups for brand launches while upholding Maison Moynat standards.

Coach • Park Meadows, Colorado & Coach House Flagship, New York, NY

Full-Time Sales Associate

Feb 2024 – Feb 2026

- Earned Top Selling Sales Associate recognition in 2024 and 2025; consistently met and exceeded KPIs through clienteling and cross-selling handbags, accessories, and seasonal collections.
- Ranked No. 1 in Colorado and No. 5 in the district at Park Meadows, with approximately \$500K in sales (XXX period); after transferring to Coach House, ranked No. 1 nationally (XXX period).
- Delivered individualized styling and product consultations across both Colorado mall and New York flagship environments, adapting recommendations to customer preferences and personal style.
- Supported visual merchandising and physical setups for seasonal brand launches alongside sales duties; joined the store manager in company volunteer and community activities.

Pandora Jewelry • Denver, CO

Part-Time Sales Associate

XXX – Feb 2024

- Recognized as the district's top diamond seller, maintaining strong sales performance during peak holiday and promotional periods.
- Used product storytelling and curated jewelry selections to help customers commemorate personal milestones, choose meaningful gifts, and explore core and promotional collections.
- Trained new team members on product lines, customer engagement practices, and corporate brand values.

Additional experience: Assisted with social media at MAC Cosmetics.

EDUCATION & PROFESSIONAL CREDENTIALS

LIM College • New York, NY

Expected 2027

Bachelor's studies in Fashion Marketing while working 40 hours per week. Available for full-time corporate roles.

Denver Community College • Completed coursework in Musical Theater, 2023–2025

INSIDE LVMH Certificate • Completed

LANGUAGES & TOOLS

Languages: English (fluent) • Portuguese (fluent) • Spanish (intermediate)

Tools: Microsoft Word, Excel, and PowerPoint