

Shana Cromwell-Ramnarain

New York City College of Technology

Visual Merchandising

Professor Robert Woods

OUTLINE

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Abstract

This E-Portfolio belonging to Shana Cromwell-Ramnarain displays her learned knowledge throughout the Visual Merchandising course. During this course, the student learned much about design strategies, placements and elements of a store that add to the shopping experience. Seen through color, Shana exemplifies her creative skills in many projects throughout this portfolio. This portfolio depicts the true artistic nature of an upcoming visual merchandiser.

Keywords: [\[Click here to add keywords.\]](#)

Color Theory Project 1: Color Wheel

Objective: The objective of this project was for students to understand and create all colors of the color wheel using a selected medium. Students were to use and mix primary colors to make secondary, then secondary to make tertiary colors, then neatly and evenly paint each distinct color in a pleasant presentation. This project was to show the student's understanding of color mixing and how to create specific colors within the rainbow array. This assignment also helped students to understand the properties of color and how more complicated colors may be created.

Medium used: *Beetles* UV Gel Nail Polish



Color Wheel

UV GEL PAINT

Color Theory Project 2: Chroma Value Charts¹

Objective: Building up on the first color project students need to complete, the second will include creating the shades of each color. Three different “shading” techniques were used: Tint, Shade and Chroma/Tone. Students were to add white, black or grey to the purist hue of each individual color. The color sets created for each terminology was to be evenly painted & presented in their choice of medium. The main objective of this product project was to teach students how to obtain specific shades and tints within one color hue. This will help students to understand how colors go together and how light and darkness can affect color.

Tint: Students were to increasingly add white to the pure hue of the color.

Shade: Students were to increasingly add black to the pure hue of the color.

Chroma/Tone: Students were to increasingly add grey to the pure hue of the color.



VALUE CHART

Promotional Project 3: Museum Window Display:

Objective: To help students understand the elements of visual merchandising used in real world storefronts and their artistic values. Students were to pick a store on 5th Ave in Manhattan, NY, observe and take photos at many different angles. Then, student were to visit the Metropolitan Museum of Art and choose a piece of art they felt was similar to the window display. students then utilize their knowledge of visual merchandising to compare and contrast the elements of design utilized in the visual merchandising display, elements which can also be seen in the art piece found in the museum. The image used was titles “*The Swing*” by Jean-Honoré Fragonard, a notorious painter popular during rococo art period.



FRAGONARD / MET MUSEUM

Additional Artwork-

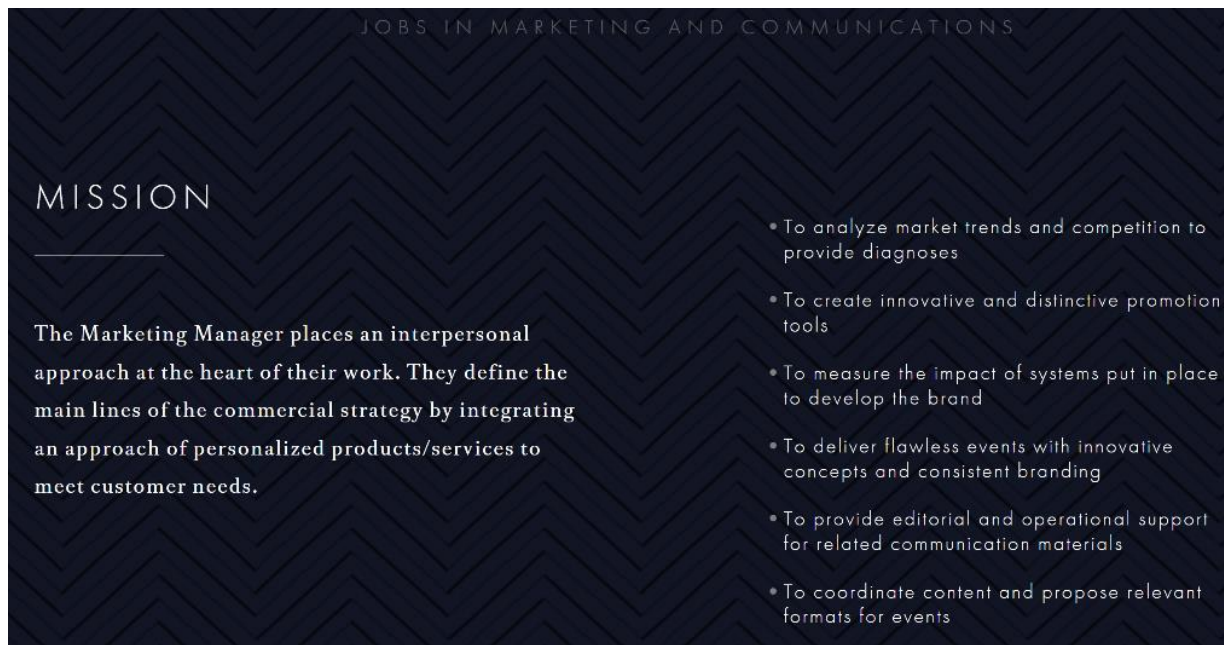
-Objective: To improve the artistic techniques of shape, color and creativity through different mediums. Below is a collection of sample artwork done by Shana Cromwell-Ramnarain. With 14 years of experience in nail art painting and intricate detailing, Shana aims to expand her innate artistic skill and improve her outcomes with each project. Shana utilizes acrylic paint on canvas for large project, but mainly utilizes nail products and a steady hand for smaller, intricately detailed nail art as well as structured acrylic sculpted projects. Main mediums include acrylic powder (paired with acrylic liquid monomer), UV Gel paint, nail lacquer, acrylic paint & Pencil. Digital art mediums include Autodesk Sketchbook® & Procreate®



@SHAPEBYSHANA NAIL ART

Job Descriptions / Career Objective-

Objective: Shana aims to attain an entry or associate position in the field of Fashion Marketing. Shana hopes to contribute & learn all that is possible within both small and large firms who partake in in-house marketing and apply this knowledge to her own business endeavors in the future. Shana hopes to apply her knowledge to yield the best marketing results for any company which she is employed. Improvement & innovation are top priorities in the workplace for Shana. Examples of companies in the projected view of employment include luxury brand names such as LVMH, Christian Dior, or Alexander McQueen. Shana aims for the luxury market to gain experience in the right section of the industry. Below includes a job description example from the LVMH careers website, including some responsibilities and traits needed to work in their marketing & communications department. Included is a listing from LVMH for an open position in NY for Dior.



The image is a screenshot of a webpage titled "JOBS IN MARKETING AND COMMUNICATIONS". It features a dark blue background with a repeating chevron pattern. The word "MISSION" is written in white, uppercase letters on the left side, with a horizontal line underneath. To the right of the "MISSION" heading is a list of six bullet points, each starting with a white square. The text of the bullet points is white. The overall layout is clean and professional.

JOBS IN MARKETING AND COMMUNICATIONS

MISSION

The Marketing Manager places an interpersonal approach at the heart of their work. They define the main lines of the commercial strategy by integrating an approach of personalized products/services to meet customer needs.

- To analyze market trends and competition to provide diagnoses
- To create innovative and distinctive promotion tools
- To measure the impact of systems put in place to develop the brand
- To deliver flawless events with innovative concepts and consistent branding
- To provide editorial and operational support for related communication materials
- To coordinate content and propose relevant formats for events

LVMH Careers website: marketing & communications requirements.

POSITION

JOB PURPOSE:

The Digital Media Associate Manager will support all day-to-day operations of the Christian Dior Couture Media team with an emphasis on digital campaign implementation and performance.

They will monitor and report on performance of full funnel campaigns across paid channels including Search, Social, Display and Online video. The position will play a key role in the overall media strategy supporting both retail and ecommerce across the Americas; US, Canada, Mexico and Brazil.

The ideal candidate will have a strong interest in digital media channels and be able to excel in a fast-paced collaborative environment. They will also possess advanced analytical skills and communication skills.

ADDITIONAL INFORMATION

TASKS AND RESPONSIBILITIES:

- Work with Sr Media Manager to develop strategic digital campaigns for each launch and develop digital budget splits by campaign
- Daily campaign management and optimization
- Monitor key KPIs for ongoing campaigns and share channel insights with key stakeholders within local and HQ teams
- Act as a liaison with HQ team for plan development, approval and assets
- Manage respective agencies throughout campaign planning and implementation
- Partner with agencies to improve reporting structure and benchmarks
- Work closely with the local Ecommerce team on campaign calendar, buy priorities and asset selection
- Partner with Merchandising team on the buy priorities and assets
- Identify emerging trends to help make strategic media decisions
- Build post campaign wrap reports and consolidate learnings for both the local and HQ team

LVMH Careers website: Dior Digital Media Associate Manager requirements.

ABOUT ME

Looking to apply my knowledge and build my experience in the marketing world.

CONTACT

@ Shanacromwell23@gmail.com

(347) 484-9313

New York City, NY



EDUCATION

 **QUEENSBOROUGH COMMUNITY**
Associates

2020

 **NYC COLLEGE OF TECHNOLOGY**
Business & Technology of Fashion

2023

SHANA CROMWELL- RAMNARAIN

INDEPENDENT OWNER

OBJECTIVE

To obtain a position where I can best apply my skills, knowledge and abilities in the [work place](#). I want to be apart of a passionate team, ready to improve operations wherever I am.

EXPERIENCE

SHAPE BY SHANA

(January 2019-Present) Independent Owner

As a professional nail technician with over 8 years artistic ability, I service private clientele with natural nail reconstruction services or acrylic nail services. Backed by years of customer satisfaction, I provide my clientele with the highest quality services. I maintained all business aspects including finances, scheduling/services, customer service, marketing etc.

IDEAL UNIFORMS

(July 2017-Jan 2019) Head of Order Department

As head of the orders department, I oversaw the online order process department of the Valley Stream location. I was responsible for packaging, processing, and scanning online orders accurately daily. Training new recruits to complete intricate order processing. Orders can range from 10 to up to 300 online orders during high volume seasons. During off seasons, I was responsible for all sales floor activities, customer service, store maintenance, and creating solutions for printing & storage issues.

APOP MEDICAL

(January 2016-September 2016)

Managed the front desk for busy acupuncture doctor's office. Scheduling inbound and outbound patient appointments, maintained office organizations and patient files, assisted doctor with Spanish-speaking patients, completed daily tasks and catered to patient concerns.



SHANA CROMWELL- RAMNARAIN

Professional
Nail Technician

CONTACT

PHONE:
347-484-9313

EMAIL:
Shanacromwell98@gmail.com

Christina Gouliamberis
Human Resources Manager
Christian Dior
19 East 57th Street New York, NY
New York, NY 10022

Dear Christina Gouliamberis,

With over 3 years independently managing a luxury service business, I have gained proven experience in digital marketing and client satisfaction. I believe my management experience in luxury services will only add to Dior's marketing team for your open position as Assistant Digital Marketing Manager.

Graduating in 2023 with a bachelors in the Business & Technology of Fashion, I believe I can apply my classroom knowledge and training perfectly at Christian Dior. I am experienced in the cycles of the luxury fashion industry, as well as the fashion history of luxury brands such as Dior & their competitors. With an extensive knowledge in the luxury fashion sector, I can provide my best work to Christian Dior.

I believe I can fit your needs for a leader, able to identify and carry out goals as needed. Christian Dior has been a brand admired by myself during my years studying fashion. It would be an honor to continue my digital marketing training on the Dior team.

If you're interested, I would love to discuss any opportunities! You can reach me at (347) 484-9313 to discuss further. Looking forward to hearing from you! Thank you for your time.

Sincerely,

Shana Cromwell-R

