

# Tracy Alloian

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## Professional Summary

Accomplished **Visual Merchandising & Marketing Director** with over 20 years of experience shaping global brand identities for retail leaders including **Sephora, American Eagle Outfitters** and **Allbirds**. Expert in translating brand strategy into compelling, **sales-driving** retail experiences across domestic and international markets. Proven ability to lead cross-functional teams, manage multi-million dollar budgets and deliver innovative visual solutions from concept to execution.

## Core Competencies

**Marketing Strategy & Execution:** Global Brand Strategy, Visual Merchandising, Retail Marketing, Floorset Planning & Execution, Window Displays, Fixture Design & Placement, Programs, Brand Standards, Store Operations

**Leadership & Management:** Team Leadership & Development, Cross-Functional Collaboration, Budget, P&L Management, Project Management, Vendor Relations, New Store Openings, (NSO), Process Improvement

**Technical Proficiencies:** Adobe Creative Suite (InDesign, Photoshop) IWD Software, Lean Six Sigma (Yellow Belt), Asana, Smartsheet

## Professional Experience

### GLOBAL DIRECTOR OF VISUAL MERCHANDISING & RETAIL MARKETING | Allbirds

April 2023 - Present

- Established and directed the global marketing and visual strategy **for 25 U.S. stores and 30 international distributor channels**, ensuring a cohesive brand experience worldwide.
- Architected a **complete in-store marketing and merchandising program**, overseeing the process from laydown planning to full floorset rollout, including the execution of four major floorsets and 12 window displays annually.
- Managed and developed two (2) Field VM leaders, focusing on elevating presentation standards across the fleet through effective training module creation and organization.
- Developed and implemented a specialized visual merchandising and signage strategy for outlet stores, which **resulted in a 15% increase in sales and a 10% increase in conversion**.
- Led the end-to-end store redesign process for five (5) stores in 2025, from concept development to final implementation, contributing to a 10% increase in traffic.

### RETAIL MARKETING, LEAD | Afterpay

September 2021 - December 2022

- Developed and executed a comprehensive retail marketing strategy to drive consumer adoption of alternative payment methods across a network of 100+ merchant partners.

- Created and launched a suite of key sales enablement tools, including playbooks and pitch decks, empowering merchant partners to effectively integrate Afterpay at point-of-sale.
- Managed the full creative project lifecycle for all in-store signage from concept development with the Brand Studio to final print production and distribution.

**DIRECTOR, VISUAL MERCHANDISING** | Dicks Sporting Goods

2020 - 2021

- Developed and implemented a new VM strategy for front of house to **streamline product selection and customer experience.**
- Managed a team of five visual merchandisers and space planners, overseeing the corporate lab store team.

**REGIONAL VISUAL MARKETING MANAGER - WEST** | Aerie

2018 - 2020

- Elevated the VM capabilities through training and visits for field leaders across 76 stores generating over **\$75 million in annual volume.**
- Engineered and implemented a new floorset process assessment process which resulted in streamlining execution and reducing labor hours.
- Partnered with the New Store Opening (NSO) team to redesign the VM mapping process achieving over **\$5000 in cost savings per store opening.**

**REGIONAL VISUAL MARKETING MANAGER** | Sephora

2014 - 2018

- Managed skill development and educated on visual merchandising strategy for upper field leadership across **147 stores, responsible for over \$700 million in volume.**
- Developed and deployed visual training modules on business acumen, merchandising and mapping to educate teams on brand standards, localization and visual coaching.

**STUDIO STYLING MANAGER** | Sears HQ | 2012 - 2014

**GLOBAL VISUAL MANAGER** | H2O+ Skincare | 2008 -2012

**SR. VISUAL COORDINATOR** | American Eagle Outfitters | 2004 - 2008

## Education

INDIANA UNIVERSITY OF PENNSYLVANIA | 2000 | BS, Fashion Merchandising

HARRINGTON INSTITUTE OF INTERIOR DESIGN | 2003 | Professional Program Certificate