

Josavad Jacob Villarreal

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Summary

Dynamic Operations Leader with 10+ years of experience driving performance, visual excellence, and team development across luxury, tech, and experiential retail. Skilled at training teams in product knowledge, visual merchandising, styling, and customer engagement to deliver consistent, high-quality results. Experienced in creating scalable frameworks that align cross-functional teams, enhance brand presentation, and elevate both digital and in-store experiences. Passionate about empowering people to grow, connect product with purpose, and achieve measurable business impact.

Professional Experience

Amazon | Team Manager, People Operations & Digital Merchandising

Jul 2023 – May 2025 | Arlington, VA (Remote)

Promoted after demonstrating strong leadership and process innovation. Directed large-scale initiatives that enhanced efficiency, optimized workflows, and improved engagement across distributed teams.

- Led Amazon's "Now Trending" landing page, managing a 12-person remote team of content creators, designers, and cross-collaborated with data scientists and SDE's boosting visibility, product discovery, and customer engagement across desktop and mobile platforms.
- Designed and launched a Performance Dashboard aggregating productivity and audit data; achieved 100% adoption in the first month, reducing 1:1 prep time by 45 minutes per person and aligning performance tracking for 60+ employees.
- Standardized onboarding for employees returning from leave through a Ramp-Up template and shared progress tracker—reducing intervention by 75% and freeing managers to focus on coaching and strategy.
- Served as Connections & Action Team (CAT) Manager, leading org-wide engagement and morale across a network of 100+ remote employees through collaboration and feedback-driven initiatives.

Amazon | Team Lead, Operations & Data Integrity

Jun 2021 – Jul 2023 | Arlington, VA (Remote)

Managed program-level reporting across 13 teams (320+ employees), ensuring operational efficiency and data accuracy across daily workflows.

- Directed productivity analysis, SLA tracking, and labor allocation to optimize performance and meet business objectives.

- Trained and developed 30+ employees and contractors, strengthening skill growth and knowledge retention.
- Presented weekly and bi-weekly performance reviews to senior leadership, influencing strategic and staffing decisions.
- Created SOPs and internal training assets, standardizing tool use, process adherence, and quality across remote teams.

Amazon | Catalog Specialist

Dec 2020 – Jun 2021 | Arlington, VA (Remote)

Curated and optimized product selections for Men's and Women's categories, ensuring seamless customer experiences and data accuracy.

- Analyzed product datasets of 500,000+ ASINs to identify gaps, trends, and optimization opportunities.
- Scoped into Training Ambassador and CAT Representative roles—improving onboarding efficiency and driving measurable gains in team satisfaction.
- Partnered cross-functionally with Creative, UX, and Marketing teams to align product visibility with strategic goals.

Winston Retail | Visual Merchandising & Project Coordinator

Oct 2022 – Apr 2025 | Washington, DC Market

Executed multi-brand visual merchandising strategies for Barbour, Mackage, Polo Ralph Lauren, Moose Knuckles, and MZ Wallace across Nordstrom, Bloomingdale's, Saks Fifth Avenue, and Neiman Marcus.

- Delivered a 22% increase in floor space visibility and 18% improvement in sell-through through strategic negotiation and tailored merchandising plans.
- Built relationships with 15+ store managers and trained 75+ sales associates quarterly—raising brand knowledge scores by 35%.

Shop Made in DC | Visual Merchandising Coordinator

Nov 2020 – Mar 2022 | Washington, DC Market

- Oversaw visual operations across 2 retail locations, improving productivity by 25% through efficient scheduling systems.
- Designed and executed 10+ seasonal displays annually, driving 20% growth in featured product sales.
- Negotiated vendor partnerships to reduce procurement costs by 15% while improving display quality.
- Developed and hosted company-wide merchandising webinars that increased compliance scores by 30%.

Bloomingdale's | Visual Merchandising Coordinator

Jun 2019 – Mar 2020 | Tysons Corner, VA

- Styled and maintained 50+ mannequins daily during full-store renovation, executing cohesive visuals across departments.
- Led cosmetic and fragrance campaign setups, enhancing brand storytelling through strategic display execution.
- Created innovative Women's Ready-to-Wear displays that improved visibility and trend alignment.
- Utilized Adobe Creative Suite and LXI to produce and install large-scale vinyl graphics and visuals.

lululemon | Key Leader & Visual Merchandising Lead

2014 – 2019 | Austin, TX & Tysons Corner, VA

Progressed through multiple leadership and visual roles driving guest experience, team performance, and operational excellence.

- Coached and developed 35+ employees, increasing guest satisfaction by 25% and conversion by 35%.
- Led visual merchandising and campaign execution, achieving 40% growth in men's category sales.
- Created and executed store layouts that boosted engagement and visual consistency across the region.
- Completed Men's Visual Internship in NYC's SOHO boutique, contributing to national merchandising strategy.

Education

Bachelor of Science, Fashion & Business Management – The Art Institute of Austin, 2016

Skills

Excel & Microsoft Office Suite • Leadership Development • Project Management • Visual Merchandising • Team Coaching • Data-Driven Strategy • Process Optimization • Cross-Functional Collaboration • Performance Analysis • Training & Onboarding • Retail Operations • Customer Engagement

Languages

English – Native / Bilingual

Spanish – Native / Bilingual