

# Britni Hawley

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Senior Retail Leader | Nike, Inc. | NYC Marketplace

Portfolio: [www.brithawley.com](http://www.brithawley.com)

Contact: (802) 366-0264

Driven retail leader with 13+ years at Nike, specializing in Visual Merchandising, Styling, and Consumer Experience. Recognized for leading from the front, elevating brand storytelling, and developing strong, diverse teams that drive business growth across the NYC marketplace.

## Professional Experience

### **Nike, Inc. – New York, NY**

#### **Assistant Head Coach – Visual Merchandising, Styling and Retail Brand**

2024 – Present

- Lead weekly VMS business walks, seasonal floor sets, and brand initiative moments to inspire and engage consumers and drive sales; for example, most recently launching NikeSKIMS which has currently generated \$364K YTD.
- Represented Nike Soho by collaborating with cross-functional partners and vendors to collectively execute seasonal/initiative stories and brand activations.
- Trained and developed VMS Leaders on business acumen, pairing brand strategy with productivity insights (Store Performance Reporting, SIM desktop reports, business macros) to influence weekly merchandising adjustments.
- Co-led the execution of VMS across 7 Grand Opening Store Teams, ensuring premium visual and service standards. Most recently the VMS GO Manager for Nike Atlantic Center store opening.

#### **Critical Experience Nike NYHQ – Lead, Visual Merchandising, Styling**

Aug 2023 – Nov 2023

- Directed end-to-end execution of HO23 Seasonal Stories across NYC Large Format doors.
- Organized and executed the HO23 Seasonal Kickoff, uniting NYC Large Format and Nike Well Collective in partnership to deliver consistent seasonal storytelling.
- Designed and launched a Styling Deck with SU24 product, presented to Global and North America teams by NYC stylists.
- Curated product moments for Nike's 50th Hip Hop Celebration and World Basketball Festival Pop-Up.
- Supported SU24 showroom setup with NYC Sales Team, driving training experiences and sales impact.

#### **Assistant Head Coach – Product Lifecycle (Visual Merchandising, Styling and Retail Brand)**

2021-2024

- Oversaw a team of 65 athletes and 10 leaders, while supporting a beacon store of 250 athletes and 53 leaders.
- Led hiring, training, and leadership development, with emphasis on building bench strength and succession planning.
- Drove operational excellence through mastery of Outlook, Box, Excel, Keynote, and PowerPoint for reporting, scheduling, and strategic planning.

## Education

Bachelor of Science, Sports Management

St. John's University – Queens, NY

## Key Strengths

- Team Leadership & Talent Development
- Visual Merchandising & Styling Expertise
- Seasonal Campaign & Brand Initiative Execution
- Cross-Functional Collaboration
- Operational Excellence & Process Management