

# Stephane Busque

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## EXPERIENCE

### NORTH AMERICA RETAIL BRAND EXPERIENCE IN-STORE MARKETING MANAGER, LULULEMON SEP 2023 – PRESENT

- Execute retail marketing strategy across 365 and seasonal brand priorities, creating localized, immersive in-store brand experiences aligned with key business goals
- Lead cross-functional development of retail campaigns that use physical spaces to connect brand, product, and culture
- Deliver toolkits and directives to ensure consistent, effective campaign execution across North America stores
- Manage vendor relationships and campaign logistics, including production, delivery, installation, and takedown

### NORTH AMERICA RETAIL BRAND EXPERIENCE VISUAL MERCHANDISER, LULULEMON SEP 2020 – SEP 2023

- Creation and execution of seasonal VM sets to showcase design intent and localized VM strategies, achieving Senior Leadership approval
- Development of regionally localized visual merchandising playbooks, based on global concepts and activations
- Creation of visual merchandising resources and tools addressing regionally specific nuances (i.e. store sizes, climates, markets)
- Execution and development of ongoing support of regional visual merchandising in a range of stores identified as the 'Center of Excellence'

### OPENINGS & OPTIMIZATIONS SPECIALIST, LULULEMON JAN 2018 – SEP 2020

- Responsible for operational excellence in store opening and optimization processes across Northeast and Southwest USA
- Function as liaison between Store Support Centre and retail locations
- Effective delivery of program content to retail teams, providing coaching & support throughout project life cycle
- Cross functional partner collaboration to identify and translate business needs & requirements into solutions
- Enrollment of area partners when the need for support is present - escalating when necessary

### VISUAL MERCHANDISING STORE OPENING SUPPORT PARTNER, LULULEMON JAN 2015 – JAN 2018

- Facilitate training on how to merchandise new fixture packages and their placement within store
- Enrollment of retail teams in company's visual merchandising principles and how to effectively merchandise every fixture for periods of high/low inventory
- Responsible for driving the overall vision and visual presentation of the store for grand open
- Develop and mentor pre-identified VM lead during turnover and coordinate post-open coaching plan

## CONTACT

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## ABOUT ME

Catalyst for positive, well-organized change seeking to innovate existing processes

Highly creative and visually astute, with a keen eye for trends, colour and composition

Critical thinker

Proficient in time management with experience in both long and short-term deliverables

Natural collaborator

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## SKILLS

Strong understanding of in-store marketing and visual merchandising principles

Experience in managing external vendor relationships ensuring timely and cost-effective project execution

Proficient in Adobe Suite, Microsoft Office, and Smartsheet for creating and managing marketing assets and project timelines

Excellent communication and collaboration skills, working effectively with cross-functional teams and key stakeholders

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## EDUCATION

FANSHAWE COLLEGE, 2009  
Fine Art – Ontario College Advanced Diploma

FANSHAWE COLLEGE, 2006  
Fine Art Foundation – Ontario College Certificate