Nathan Fraley

Visual Merchandising & Store Experience Strategist

913-669-8228 | nate@ronchampcreative.com | portfolio: www.ronchampcreative.com

ABOUT ME

Visionary retail and creative executive with over 20 years of progressive experience leading global and regional merchandising strategy, creative direction, and brand storytelling across omni-channel environments.
Expert in connecting financial and merchandising objectives to drive growth and innovation. Recognized for developing high performing teams and delivering category-defining product experiences through insights-driven design, operational excellence, and cross-functional leadership in matrixed organizations. Adept at transforming consumer insights into actionable product strategies that enhance brand equity and accelerate profitability.

SKILLS

Strategic & Financial: Merchandising Strategy · Assortment Planning & Curation · P&L Ownership & Financial Strategy Alignment · Omni-Channel Go-to-Market Strategy · Seasonal Product & Campaign Briefs · Global Sourcing
Creative & Brand: Product Development & Packaging · Brand Storytelling & Visual Merchandising · Consumer Research & Trend Analysis · Tradeshow & Store Design
Leadership & Collaboration: Cross-Functional Leadership in Matrixed Environments · Project Management · Vendor & Licensee Partnerships · Team Leadership & Development · Problem Solving & Innovation

WORK EXPERIENCE

RONCHAMP CREATIVE

Owner / Creative Consultant | 2014 – Present

- Work with businesses to develop retail store designs, branding concepts, creative strategies, and storytelling solutions.
- Offer services for retail store construction management, visual merchandising, signage and graphics, product design and packaging, creative operations, and training.
- Consult on both commercial and residential interior design.
- Provide expert advice for legal matters concerning retail branding, store design, fixtures, and signage.

EDWARD JONES

Brand Strategist – Retail & Environmental | 2026 – Present

- Lead the development and evolution of environmental brand strategies, translating brand positioning into differentiated physical experiences across retail branches, pop-ups, community spaces, and events.
- Develop scalable guidelines and partner cross-functionally to ensure physical environments reflect brand identity and deliver a consistent, client-first experience across markets.

- Collaborate with Architects, Designers, and Field Teams to modernize the retail experience, assuring it supports advisor-client relationships and reflects local market nuances.
- Establish and protect the firm's trade dress to ensure a compliant, consistent application of visual identity, spatial design, and brand elements—partnering with Legal and Compliance to manage brand integrity and mitigate risk.
- Align stakeholders across Brand teams, Branch Real Estate, Creative, and Communications while serving as a strategic consultant to internal teams on space planning, signage, and branded environments.
- Define success metrics for environmental branding initiatives and use insights to optimize and refine strategies—staying current on retail and experiential trends to inform innovation and relevance.

DEMDACO

Vice President of Product & Brand / Director of Creative Services | 2018 – 2026

- Lead end-to-end merchandising strategy, from seasonal product briefs and line architecture to assortment planning and cross-category integration for over 8,000 SKUs across hardlines and softlines.
- Curate consumer-centric product assortments aligned with strategic intent, delivering revenue growth and enhancing brand expression across B2B and B2C channels.
- Accountable for a multi-million-dollar departmental budget, product gross margin, and project P&L, partnering with finance and planning to set annual operating plans (AOP) and maximize net operating income (NOI).
- Analyze the retail landscape and leverage trend forecasting tools (WGSN, Trend Bible) and consumer insights to inform merchandising strategies and identify new business opportunities.
- Build and optimize go-to-market (GTM) processes, collaborating with cross-functional teams (Product Development, Sales, Supply Chain) to operational clarity using continuous improvement methodologies.
- Actively engaged in the Global Supply Chain strategy, ensuring factories and capabilities are diversified to minimize the impact on international tariffs.
- Lead and mentor multi-disciplinary creative teams (product design, visual merchandising, graphics, copywriters, digital), fostering a culture of innovation and accountability.
- Develop integrated marketing and storytelling strategies across omni-channel platforms including catalogs, showrooms, e-commerce, and marketplaces.
- Create and apply brand style guide to ensure a consistent brand expression anywhere colleagues or customers encounter the brand.
- Serve on the Executive Leadership Team to ensure mutually identified strategic goals and Key Performance Indicators (KPIs) are met.
- Manage efforts to gain ongoing consumer insights through qualitative and quantitative research and analysis, then applying the findings to growth strategies.
- Design and manage the build-out of retail concepts and showrooms to leverage consumer insights for future product solutions and services.

MISSOURI STAR QUILT CO.

Creative Director | 2015 – 2018

- Managed the creative process and overall quality of work produced by the MSQC Creative Studio, including graphic design, writing, publishing, photography, video production, store design, visual merchandising, and product development.

- Created and managed the new brand style guide and aesthetic positioning, while maintaining the essence of the brand that the customers expected.
- Directed product curation and merchandising storytelling across multiple retail locations, ensuring consumer-centric assortments and experiences supported growth strategies.
- Led the creative team in seasonal go-to-market initiatives, translating sales objectives into cohesive product strategies and creative activations, including the launch of direct mail catalogs.
- Designed and launched over 15 retail shops and restaurants, curating assortments and visual experiences to align with evolving brand aesthetic.
- Conducted consumer trend analysis and hindsight reviews, adapting product and marketing strategies to drive revenue growth using Agile methodologies.
- Built a new creative department during a period of rapid expansion, establishing cross-functional processes and mentoring emerging talent.

HALLMARK CARDS INC.

Senior Project Lead, New Store Concepts / Visual Merchandising Manager | 2006 – 2015

- Led cross-functional merchandising and design teams to develop and execute over 400 rebranded corporate store environments, aligning merchandising strategy with brand and financial objectives.
- Collaborated with buyers, merchants, planners, and designers to deliver differentiated tiered assortment strategies across multiple retail formats.
- Launched a visual enhancement program utilizing a segmented investment strategy for independent store owners, improving store presentation and brand consistency.
- Spearheaded Keepsakes visual merchandising initiatives that increased sales by nearly 30% in one year, leveraging innovation, key item focus, and ease of execution.
- Designed large interactive merchandising experiences for major trade shows, including San Diego Comic-Con, showcasing brand storytelling and consumer engagement.

RESTORATION HARDWARE

Regional Market Merchant / District Visual Merchandising Manager | 2001 – 2006

- Created corporate visual merchandising directives for 100+ locations, ensuring assortment alignment and storytelling supported rebranding initiatives.
- Led district visual teams to implement go-to-market presentations that improved product sell-through and positioned the Florida District as the highest comping in the company.
- Developed training materials and coached district visual teams on seasonal floor sets.
- Oversaw visual merchandising strategy for 50+ store openings and remodels, aligning new layouts and assortments with evolving corporate strategy.

EDUCATION & CERTIFICATIONS

Bachelor of Arts, Liberal Studies | University of Central Florida | 1996 – 2000

Lean Six Sigma Green Belt Certification

AWARDS

- PIA MIDAMERICA GRAPHEX AWARDS
  Best of Category – Internal Communications, 2024 (DEMDACO)
- TOTAL HOME & GIFT MARKET BEST VISUAL PRESENTATION AWARDS
  Best Visual Presentation, 2022 (DEMDACO)
- FORBES MAIN STREET AWARD
  Best Brick-and-Mortar Adoption of E-Commerce, 2017 (Missouri Star Quilt Co.)
- CROWN OF EXCELLENCE
  Excellence in Leadership & Business Growth through Visual Merchandising, 2013 (Hallmark Cards, Inc.)
- POPAI OMA (Outstanding Marketing Achievement)
  Gold Award, Semi-Permanent Display, 2012 (Hallmark Cards, Inc.)
- POPAI OMA (Outstanding Marketing Achievement)
  Display of the Year, Semi-Permanent Category, 2012 (Hallmark Cards, Inc.)
- RH (REAL HERO) AWARD
  Honored for Superior Management & Visual Merchandising Results, 2006 (Restoration Hardware)