

Let's Talk Business

For Ted Rogers School Students

These reports describe industry sectors and career paths of interest to Ted Rogers School students and alumni. Each report leverages BCH employment data and the expertise of our staff. This collaborative effort engages staff, students, alumni and the University Business Librarian.

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A Day in the Life of a Visual Merchandising Coordinator

We had a conversation with Cathy To-Lam, who graduated from the Ted Rogers School of Management in 2022 with her Bachelor of Commerce in Marketing Management. She completed Co-op work terms at Benefit Cosmetics, as a Marketing Intern, and at RBC Capital Markets (Emerging Talent team) as a Human Resources Coordinator.



She currently works as a *Visual Merchandising Coordinator* at Benefit Cosmetics.

Benefit Cosmetics is a cosmetic brand that retails makeup and offers brow services since 1976. They sell their products in stores like Sephora, Shoppers Drug Mart, Benefit Boutique, and are headquartered in San Francisco, California.

Q: What do you do on a "day-to-day" basis in your current role?

A: As a Visual Merchandising Coordinator, I review, with my Manager, all new visual merchandising updates to our displays at Shoppers Drug Mart and Sephora. I also participate in meetings regarding assortment changes for upcoming product launches and/or products coming off the shelf. I manage the till point program which are product displays placed at the checkout desk in placed in Shoppers Drug Mart Beauty Boutiques. This project requires me to work with our vendors and designers to ensure we are meeting timelines. I also manage the maintenance program and place orders with our vendors, when need be. I oversee the merchandising updates and maintenance of the Benefit Boutique's visual merchandising.



Q: What technology platforms do you use in your role?

A: In my role, I use Adobe Illustrator, Adobe Photoshop, Asana, Microsoft Excel, Teams, Outlook, PowerPoint, OneDrive.



Q: How does your industry impact the world?

A: At Benefit Cosmetics we believe that laughter is the best cosmetic. We are not only in the makeup business, we are in the 'feel good' business because when we are laughing & having fun, that's when we are at our most beautiful. The products we create are rule breaking innovation for quality makeup and I feel we are changing the way in which people perceive beauty.



Q: Which industry trends should aspirational students be aware of?

A: For the beauty industry itself, I would say students should be aware of the trend around sustainability, as many brands are changing their packaging and products to be more eco-friendly. Another industry trend is 'clean beauty' - which are claims of a brand's products being vegan, cruelty-free, paraben-free, and etc. These claims often make you stand out in the industry, as customers are becoming more driven to products that are 'clean'.

Q: What advice would you provide a Ted Rogers School student who aspires to work in your industry?

A: My advice to our students is to be open to new experiences and step outside of your comfort zone. It is important to utilize your Co-op terms, and other experiences, to try out different industries and roles. As you never know that you may find something that you like, that you didn't envision yourself doing before.

I would recommend that Ted Rogers students attend networking events, conferences, and reach out to fellow Ted Rogers alumni to gain a better understanding of different roles and industries.

Related TRSM Courses

- **RMG452:** Visual Merchandising and Space Planning (RMG200 as Prerequisites)
- **RMG200:** Intro to Retail and Services Management
- **MKT400:** Understanding Consumers & the New Media (or **RMG302:** Retail Consumer Insight)

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[Marketing Report](#)



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Staff Contributor Charmaine Kwong

Charmaine is a Co-op Coordinator who is a big believer in growth mindset. Her background in teaching and employment counseling allows her to build meaningful relationships with students and guide them as they #staygritty and #staycurious while navigating through their Co-op journeys.



Student Contributor Yike Cheng

Yike is a fourth-year Hospitality and Tourism Management Co-op student, currently working as a Project Coordinator for the Business Career Hub. She is passionate about sharing her experiences and developing a career in project management.