



VALLEY VICTORIA

FASHION STUDENT | MARKETING & CUSTOMER EXPERIENCE

PROFESSIONAL SUMMARY

Creative and detail-oriented fashion student with a strong interest in brand communication, content creation, and customer experience. Experienced in translating brand identity into visual and on-ground experiences, from social media content to in-store interactions. With a background across fashion, retail, and F&B, I bring a well-rounded understanding of how brands connect with their audience both online and offline.

CONTACT

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WORK EXPERIENCE

Marketing Team | July 2023 - January 2025

Madmilk Bakery

- Supported marketing initiatives focused on customer engagement & brand awareness
- Assisted with social media content creation and promotional planning
- Helped execute campaigns that translated brand identity into customer-facing experiences

Creative Designer | June 2025 - December 2025

Aesthete YourLife Clothing Brand

- Created visual concepts that reflect brand identity and lifestyle aesthetics
- Assisted in styling and content creation with attention to detail and trends
- Collaborated with team members in a fast-paced, creative environment
- Strengthened communication skills through presenting ideas and receiving feedback

Barista | July 2025 - August 2025

USU matcha

- Delivered positive customer experiences through attentive and friendly service
- Worked in a fast-paced café environment requiring efficiency and multitasking
- Developed strong communication skills through daily customer interaction
- Maintained visual and cleanliness standards aligned with brand image

Operations & Brand Experience | September 2025 - December 2025

Coquette & Cream Cafe

- Managed daily operations, product development, and supplier coordination
- Hosted influencer and PR events, engaging guests and representing the brand
- Ensured consistent brand image and positive customer experiences

Retail & Brand Experience | January 2026

Dressing Paula

- Managed daily customer services, encouraged and styled the brand's products
- Assisted in PR events, ushering and connecting with clients & friends of the brand

AVAILABILITY

- Full time on weekdays
- Flexible on weekends

SKILLS

- Customer service & communication
- Styling assistance & visual awareness
- Teamwork in fast-paced environments
- Time management & reliability
- Good eye for styling, colour coordination, and brand presentation
- Confident in assisting customers with outfit selection
- Positive and open to feedback
- Punctual and committed to assigned shifts
- Experience supporting brand events, launches, and influencer activations

LANGUAGE

- English - fluent
- Bahasa Indonesia - fluent
- Mandarin - conversational

EDUCATION

- Tzu Chi Secondary School (2018-2023)
- Lasalle College of Arts (2023- 2026)