

DAUNG MADI



+65 9730 0450

<https://daungmadi.myportfolio.com/>

daungmadii@gmail.com



PROFILE

Detail-oriented Fashion Media and Industries student at Lasalle College of the Arts with expertise in branding, content creation, and project coordination. Skilled at supporting marketing initiatives, streamlining workflows, and delivering engaging campaigns across digital and print platforms.

WORK EXPERIENCE

Part-Time Retail Brand Ambassador

Something To Hold Pop-Up Store | Dec 2025 - Mar 2026

- Offer styling advice and assist with product knowledge, sizing, and customer queries
- Manage changing room operations, including queue arrangement, steaming, and organising clothes
- Handle cashier duties such as processing orders, returns, and exchanges
- Pack customer orders and maintain a tidy workspace
- Assist with stock replenishment and display preparation

Social Media Intern

Beige Social | May 2025 - August 2025

- Managed social media content from concept to execution, improving brand presence across platforms.
- Captured photo and video content during shoots, ensuring creative alignment with brand identity.
- Planned and styled shoots, coordinating details to strengthen visual storytelling.
- Edited videos for Instagram and TikTok, optimising content for engagement and brand voice.

Creative Intern/Part-Timer/Full-Timer

Supergurl | 2021 - 2022

- Increased social media engagement by 15% through content creation and community management
- Monitoring community growth and numbers
- Editing and creating all web contents and brand assets
- Support digital marketing campaign implementations and executions
- Assisting in Indoor and Outdoor photoshoots
- Spearheaded art direction for "Come As You Are", which successfully drove strong audience response and contributed to higher online traffic and sales.

EDUCATION

Lasalle College of the Arts

BA (Hons) in Fashion Media and Industries
2023 - Current

Singapore Polytechnic

Diploma in Media and Communication
2019 - 2022

SKILLS

- Adobe (Illustrator, InDesign, Photoshop, Premiere Pro)
- Microsoft (Excel, Powerpoint, Word)
- Photography
- Video Editing
- Content Creation
- Leadership
- Teamwork
- Digital Marketing

LANGUAGES

- English (Native)
- Chinese (Basic conversational)
- Burmese (Basic conversational)

INTERESTS

- Photography
- Movies and shows
- Music