

# Monica Layardi

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## Professional summary

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A student enrolled in the BA (Hons) Fashion Media and Industries programme at LASALLE College of the Arts with a strong foundation in content creation, marketing, and branding. Experienced across both the fashion and beauty industries, with a multidisciplinary approach to visual communication and brand strategy. Along with cross-functional skills set spanning from visual production, brand storytelling, and campaign development, to administrative work and customer service. Recognised as an adaptable and proactive team player who learns quickly and contributes effectively across diverse roles.

## Education

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BA Honours Fashion Media and Industries (2023 - 2026)  
LASALLE College of the Arts, Singapore

## Experience

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### Marketing Intern

#### House of 28 (May 2025 – August 2025)

- Supported fashion and beauty brands: societyA, NAIAN, OFF-SEASON
- Supported retail sales and customer service, generating \$10,000+ revenue and providing personalized styling.
- Coordinated 10+ brand events, managing RSVPs, guest targeting, and on-site execution.
- Contributed to social media content, graphic design, and visual merchandising for stores, events, and livestreams.
- Assisted in PR, influencer outreach, and campaigns, including a livestream generating ~\$11,000 revenue.
- Managed administrative tasks, databases, and operational support for events and collaborations.

### Product Photographer & Image Editor

#### AstaSports (May 2024)

- Conducted product photography for AstaSports, capturing high-quality images to elevate the display of the ecommerce store.
- Edited the pictures to create a professional look to the ecommerce store.

### Volunteer – Day of the Dead Exhibition

#### Asian Civilizations Museum (October 2023)

- Assisted with styling, decorating, and arranging items for the Day of the Dead exhibition.

## Skills

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Adobe Photoshop (Proficient) · Adobe Illustrator (Intermediate) · Adobe Indesign (Intermediate) · Adobe Premiere Pro (Beginner) · Adobe XD (Beginner) · Blender 4.2 (Beginner) · Procreate (Intermediate) · WATI (Intermediate) · Excel (Intermediate) · MailChimp (Intermediate) · Xilnex (Beginner) · Eber (Intermediate) · Capcut (Proficient)

## Language

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English · Indonesian

## Projects

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### Market Analysis Project – Fashion Brand Trends

#### School Project

- Conducted an in-depth analysis of consumer trends, competitor strategies, and demographic insights to forecast product demand and align with future fashion trends.
- Delivered a comprehensive report that influenced merchandising and buying decisions, helping refine product assortment strategies.

### Fashion Photography & Image-Making Project

#### School Project

- Directed a fashion photoshoot, including concept creation, outfit selection, and visual storytelling to enhance brand identity.
- Edited and curated images for marketing use, strengthening brand consistency across digital platforms.