

SOPHIE FU

EMAIL
(SOPHIEFUUU@GMAIL.COM)

CONTACT
(+65 9710 2785)

LOCATION
(SINGAPORE)



Hello! I am Sophie.

I am an undergrad from LASALLE Collage of The Arts majoring in BA (Hons) fashion media and industries.

In these years of education, I have gained strong interest in styling, conceptualised shoots, designing and social media marketing. I am a passionate individual who shows commitment and perseverance in the things I do. I am constantly seeking to gain new knowledge to bring up my personal and professional skills.

Through my previous work experience, I have developed strong sense of responsibility and also aquired several soft skills such as problem-solving skills, communication skills and customer service. I am an effective team player who poses high adaptability and flexibility.

EDUCATION

Nanyang Academy of Fine Arts

*Diploma in Fashion Business
(Merchandising and Marketing)*

Aug 2017 -
May 2021

LASELLE Collage of The Arts

BA (Hons) Fashion Media and Industries

Aug 2023 -
May 2026

LANGUAGE



English

Native



Mandarin

Native

SOFTWARE



ADOBE
PHOTOSHOP



ADOBE
ILLUSTRATOR



ADOBE
INDESIGN



ADOBE
LIGHTROOM



MICROSOFT
WORD



MICROSOFT
EXCEL



MICROSOFT
POWERPOINT



MICROSOFT
OUTLOOK

SKILLS



Design

- Garment Design
- Pattern Making
- Trend Forecasting



Business

- Marketing
- Merchandising
- Sourcing Research



Media

- Art Direction
- Styling, Hair and Makeup
- Photography

WORK EXPERIENCE

May 2023 -
Present

Executive Assistant

Rentadella . Full Time/Part Time

- Efficiently manage the executive's calendar, including scheduling appointments, meetings and travel arrangements
- Key point of contact between executive and staffs, provide high-level administrative support by preparing reports, presentations and documents.
- In charge of social media marketing in various platforms including Instagram, Tiktok and RED (小红书). Plan for shoots whenever applicable.
- Assist in ground floor operations when needed.

Jul 2022 -
Jun 2023

SEA Accounts manager @ META

TDCX Singapore . Full Time

- Building strong relationships with advertisers and agencies by providing best-in-class customer experience and finding opportunities to improve their performance in advertising.
- Identify trends, solve problems and provide customised advertising solutions
- Own all aspects of the talent brand campaign to ensure client objectives are met, from making recommendations on target audience to providing ROI through campaign insights and add value to their business
- Improve client's experience by driving optimal and appropriate product adoptions through sharing insights from META

Oct 2021 -
Apr 2022

Merchandiser @ ADIDAS

Bodynits Group International . Full time

- Review and understand technical worksheets, measurements and standard requirements of assigned brand/customer
- Purchase fabrics and trims for sample making and testing of garments
- Develop fabrics, lab dips, trims/accessories, prints embroidery for submission and ensure that its approved for buy ready according to the schedule for production
- Conduct meetings with development team and bulk production team to ensure correct and accurate garment construction