

EDUCATION

LASALLE College Of The Arts

Aug 2023 - May 2026

BA (Hons) Fashion Media & Industries

Nanyang Academy Of Fine Arts

Aug 2019 - May 2022

Diploma in Fashion Merchandising & Marketing

LANGUAGE

English

Chinese

AWARDS & CERTIFICATIONS

Aug 2022

Graduated with Distinction

Jun 2022

Fashion's Best Collection Award

EXPERTISE

Graphic Design and Digital Media

- Adobe Illustrator, Indesign
- Video Editing: CapCut, Adobe Premiere Pro

Fashion Design and Production

- Garment Construction, Technical Drawings
- Screen Printing, Styling
- Trend Forecasting

Visual Merchandising

- Store Layout, Display Design

WORK EXPERIENCE

RETAIL SALES ASSOCIATE

Bath & Body Works

May 2024 - Present

- Provided customer service and assisted with product recommendations
- Handled cashier duties and store operations
- Assisted in visual merchandising and display setup
- Managed inventory and stock replenishment
- Met KPIs in multiple months, achieving sales targets of up to 75%

RETAIL SALES ASSOCIATE

Maison de L'asie

Feb 2023 - Apr 2023

- Handled daily store operations
- Provided professional product advice and upselling strategies to customers
- Addressed customer inquiries, complaints, and feedback
- Maintained store cleanliness and organized displays

RETAIL SALES ASSOCIATE

Mango

Aug 2022 - Nov 2022

- Managed cashiering and stocktaking duties
- Provided customer service and answered product inquiries
- Maintained sales floor appearance and ensured visual merchandising met brand standards
- Assisted with displays and store visuals

ASSISTANT MERCHANDISER (INTERN)

Ghim Li Global

Aug 2021 - Nov 2021

- Acted as a liaison between buyers, factories, and internal departments to ensure smooth production
- Followed up on production operations to ensure timely delivery and quality standards were met
- Assisted in chart and report preparation for tracking progress
- Ensured that samples were sent out to buyers on time