

AUG 2018  
- DEC 2021

## EDUCATION

### B.A. in Advertising

Concentration - Art Direction

#### Temple University (Philadelphia, PA)

Klein College of Media and Communication

Graduated summa cum laude; GPA 3.94/4.0 cumulative

FEB 2022  
- PRESENT

## PROFESSIONAL EXPERIENCE

### Sales Supervisor | Michael Kors Outlet | Gettysburg, PA

Formerly a part-time Sales Associate (SA) for 2 years, promoted to a full-time management position

- Achieved the #1 top seller position in the store during the 2023 fiscal year (contributed 15% to the overall business)
- Coached the sales team on the brand's identity, product knowledge, experiential-sales tactics, & store operations
- Oversaw general business operations and employee productivity, analyzed store metrics to improve growth
- Directed store floorsets and re-merchandizing moves to suit the store's clientele and new product/directives

## AWARDS & RECOGNITION

### Algia Philadelphia | DesignPhiladelphia Festival

#### "APPEAR: A Juried Exhibition"

Emerging Designer Category | Branding section

Projects (2): "Headspace for Kids" for Headspace, and "Postcards from Home" for Temple University, Klein College

### Graphis Institute Competition's Awards

#### "2021 Graphis New Talent Annual"

Advertising Category | Silver Award for student work

Project: "Break Free" for The North Face

### The American Advertising Federation's Competition

#### "American Advertising Awards" (ADDY Awards)

Poster Campaign Category | Gold Award Winner in the Student Awards' District Two competition for student work

Project: "Break Free" for The North Face

\*automatically advanced to the national competition

### Low Klein College: Dean's List

Achieved numerous times (7), over consecutive semesters  
A GPA of 3.84 or higher is required

FA 2021

SP 2021

FA 2019  
- SP 2020

## LEADERSHIP ROLES & EXPERIENCE

### The Temple Advertising Club (TAC)

Member of the organization's Executive Board

#### Art Director/Creative Officer

- Responsibilities included: creating promotional material and informational posts for social media, taking into account ways to address DEI in creative
- Attended Ad agency crawls to learn insights about the industry's marketing and creative departments
- Designed the graphic image for TAC apparel merch

### Senior Showcase Team: "Postcards from Home"

Klein College of Media and Communications Advertising & Public Relation Department's 2021 Senior Showcase

#### Co-Art Director/Creative

- A semester-long campaign created by a team of students selected by the department committee
- Objective was to develop the theme and materials for the annual career networking event for senior graduating students (virtual due to COVID-19)

### The Asian Student Association (ASA)

Member of the organization's Executive Board

#### Multimedia & Technology Officer

- Responsibilities included: creating both digital and physical promotional material for all organization events, managing and leading meetings/events
- Redesigned the ASA logo for graphic use on social media, merchandise, executive board jackets, and utilized for the 10 year anniversary celebration
- Attended the East Coast Asian American Student Union (ECAASU) annual conference in Pittsburgh, PA (2020) to learn about communal social issues.

## SKILLS & PROGRAM ABILITIES

**Skill Strengths:** Branding, Illustration, Experiential Design, Concept Development, Guerrilla Marketing, Iconography

**Adobe Creative:** Illustrator, Photoshop, Lightroom, InDesign

**Productivity Applications:** Google Suite, Microsoft Office

**Social Media:** Instagram, TikTok, Facebook, Snapchat, Reddit, Pinterest, X (Twitter)

2023

2021

2021

2018  
- 2021