

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

2023

AIGA Philadelphia | DesignPhiladelphia Festival "APPEAR: A Juried Exhibition"

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

2021

Graphis Institute Competition's Awards "2021 Graphis New Talent Annual"

Advertising Category | Silver Award for student work
Project: "Break Free" for The North Face

2021

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

2018
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2021

Low Klein College: Dean's List

Achieved multiple times (x7), over consecutive semesters
A GPA of 3.84 or higher is required

FA 2021

LEADERSHIP ROLES & EXPERIENCE

The Temple Advertising Club (TAC)

Member of the organization's Executive Board

I 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 an agency crawl where students learn insights about the marketing/advertising/creative departments from chosen agencies and businesses
- Designed the graphic image for TAC apparel merch

SP 2021

"Postcards from Home"

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

I 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*)

FA 2019
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SP 2020

The Asian Student Association (ASA)

Member of the organization's Executive Board

I Multimedia & Technology Officer

- Responsibilities included creating both digital and physical promotional material for all organization events, managing and leading general body meetings/other events
- Redesigned the ASA logo for graphic use on social media, merchandise, executive board jackets, and logo for the 10th year anniversary celebration
- Attended the East Coast Asian American Student Union (ECAASU) organization's annual conference in Pittsburgh, PA (2020)

SKILLS & PROGRAM ABILITIES

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

Adobe Creative: Illustrator, Photoshop, Lightroom, InDesign

Google/Microsoft Application: Word, Powerpoint, Excel, Drive

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