

AUG 2018  
- DEC 2021

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2018  
- 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*

## AWARDS & RECOGNITION

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

Emerging Designer Category | Branding section

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

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

Emerging Designer Category | Branding section

*Project: "Break Free" for The North Face*

**The American Advertising Federation's Competition**  
"American Advertising Awards" (ADDY Awards)

Poster Campaign Category | Gold Award Winner Student Awards' District Two competition

*Project: "Break Free" for The North Face*

*\* automatically advanced to the national competition*

**Lew Klein College: Dean's List**

Achieved numerous times (7), consecutive semesters

*A GPA of 3.84 or higher is required*

## LEADERSHIP ROLES & EXPERIENCE

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

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

### 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 Temple Advertising Club (TAC)**

Member of the organization's Executive Board

**Art Director/Creative Officer**

- Responsibilities: creating promotional material for posts for social media, graphics for merchandise

**The Asian Student Association (ASA)**

Member of the organization's Executive Board

**Chief Executive Creative Officer**

- Responsibilities: rebranding, creating promotional material for events, organize/manage club events

SEPT 2024  
- PRESENT

## WORK EXPERIENCE

**Sales Supervisor | Kate Spade | (SoHo) New York, NY**

*Supervising manager at the brand's original founding location*

- Assisted management with general business operations for a luxury brand, in one of NYC's busiest fashion districts.
- Analyzed store metrics through monitoring and driving KPIs including conversion rate, UPT, ADT, clienteling goals.
- Supervise and train a team of 10+ associates, ensuring exceptional customer service and operational excellence.
- Focused on customer relations, clientelling, and event planning to improve customer relationships/conversion
- Increased employee productivity by implementing activities to promote employee achievements, employee success rate, and individual sales performance

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

*Promoted from a Sales Associate (2 yrs), to a full-time management (Sales Supervisor) based on consistent sales performance/leadership*

- Oversaw and coached on the brand's identity, product knowledge, experiential-sales tactics, store operations, and communication to achieve objective KPI results
- Developed customer relationships through personalized service and strong product knowledge, facilitating organic customer interactions
- Directed store floorsets and re-merchandizing moves to suit the store clientele and issued brand visual directives
- Lead the store's annual physical inventory (PI) for 2 years, contributing to crucial detailed preparations: Resulted in a <8% shrinkage
- Recognized for exceeding personal monthly sales goals and contributing to team success

## SKILLS & PROGRAM ABILITIES

**Skill Strengths:** Branding, Illustration, Experiential Design, Concept Development, Guerrilla Marketing, Iconography, Communication, Detail-Oriented, Resourceful, Organic, Wayfinding, Fashion, Travel, Luxury, Hospitality, Service

**Characteristics:** able to work independently and as a team, strong communication and work ethic, ability to multi-task in a fast-paced environment, personable/professional, timely and responsible, attention to detail, organization standards

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

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