

DEC 2019
- 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, in role for 2+ years

Achieved the store's #1 top seller position during the 2023 and 2024 fiscal years (annually contributed 15%-16% to the overall business)

Coached sales team on the brand's identity, product knowledge, experiential-sales tactics, store operations, and communication to achieve objective KPI results

Oversaw general business operations, employee productivity and success, analyzed store metrics to improve growth

Became leader of the store's annual physical inventory (PI) for 2 years, contributing to crucial detailed preparations

Directed store floorsets and re-merchandizing moves to suit the store's clientele and visual directives, using fun problem solving solutions and resourcefulness

Utilized creative marketing, understanding of current trends, and communication techniques to promote the newest products while still facilitating organic customer interactions

Jacket Design | Freelance Project

Hired to create an original design for a client's personalized jacket depicting illustrative elements. Embroidered by secondary source.

AWARDS & RECOGNITION

AlGIA 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

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

LEADERSHIP ROLES & EXPERIENCE

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.
- Required addressing 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: creating digital and physical promotional material for events, managing and leading meetings/events
- Redesigned logo for graphic use on social media, merchandise, uniforms, and celebration material
- Attended the East Coast Asian American Student Union (ECAASU) annual conference (2020)

SKILLS & PROGRAM ABILITIES

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

Adobe Creative: Illustrator, Photoshop, Lightroom, InDesign

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

2023

2021

2021

2018
- 2021