

JINGWEN CHAI

FASHION MARKETING

PROFESSIONAL SKILLS

- Photoshop
- Illustrator
- Indesign
- Excel
- Word
- Powerpoint

PERSONAL SKILLS

- Stays updated on the current market
- Effective communicator
- Fast learner and problem solver
- Creative spirit
- Hardworking

RELEVANT EDUCATION

The New School
Major: Strategic Design and Management
Main Courses: Marketing, PR and Branding;
Strategic Management, Information
Visualization

CONTACT DETAILS

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RELATED EXPERIENCE

Work for 2019ss Laurence&Chico New York Fashion Week

DATE: 2018/9/1 — 2018/9/6

- Contact the media and photographers who will come to the show in advance and explain the designer's requirements
- Help the designer to arrange clothes, assist the model to dress and make some adjustment for the clothes.
- Guide VIP guests to seats

ELLE MEN New Media Intern

DATE: 2020/7/1 — 2020/10/1

- Assist the daily operation of social media, participate in editing and choosing the topics of magazines and new media platforms
- Responsible for the daily maintenance of graphic layout, extend content and release article that required in the daily operation
- Daily check and update of content, collection, integration and editing of information

AMSY BOUTIQUE Self Clothing Brand

Date: 2021/3

- Create a clothing brand with my friend Evelyn
- Contact the clothing manufacturer to select the fabric, color, etc
- Find suitable model to wear our clothes and take photos, then set the price according to the target customer
- Sell original design clothing online and offline
- Social media account advertising and influencers cooperation