

ESTHER SEO

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New York, NY

EDUCATION

Parsons School of Design - The New School
Cumulative GPA 3.75
Major in Strategic Design & Management
Minor in Fashion Communication
Expected Graduation May 2022

SKILLS & LANGUAGES

- Proficient in Adobe Software, Microsoft Office, Apparel Magic, Shopify, Mailchimp
- Fluent in English, Korean, Portuguese
- Conversational in Spanish

EXPERIENCES

BUSINESS RESEARCH INTERN (SUMMER 2020 - 2021)

EMERGING LEADERS PROJECT - NEW YORK, NY

- Designed and edited website via WordPress.
- Researched viability of potential community and subscription platforms.
- Reinforced creative skills through social and UX design.
- Explored industry competition.

SALES INTERN (SUMMER 2021)

YIGAL AZROUEL, INC. - NEW YORK, NY

- Managed and updated inventory using Excel.
- Fulfilled online orders via Shopify and tracked company inventory using Apparel Magic.
- Created Mailchimp campaigns / newsletters.

CUSTOMER RELATIONS ASSOCIATE (2017 - 2018)

LAVIDA WOMEN'S FASHION - SAO PAULO, BRAZIL

- Provided customer service support via social media platforms.
- Fulfilled orders via Manse.
- Managed social media account.

ADMINISTRATIVE ASSISTANT (2016 - 2018)

GIO CLOTHING STORE - SAO PAULO, BRAZIL

- Organized accounts and inventory / planned store sales via Manse.
- Maintained relationships with product suppliers.
- Assisted walk-in customers and managed register.

HONORS / AWARDS

- Parsons BBA Dean's Academic Grant

ACTIVITIES / CLUBS

- Gen Z Mentorship Program - Mentee
- Korean Association of Parsons - Member