

SKILLS PROFILE

- 10 years+ experience working in diverse retail sales and customer service environments, manufacture, warehouse, store operation including purchasing, administrative, inventory management and advertising.
- Maintain excellent customer service skills, and VIP client's management.
- Skilled in developing successful sales promotions.
- Self learning and self motivation
- Hardworking, energetic, and reliable; recognized for assuming additional responsibilities.
- Skilled in areas of order processing, inventory control, and cashier management.
- Some experienced in training and managing sales staff.
- Excellent problem solver
- Strong computer skills.
- Love Fashion, technologies and always update with trends.

EXPERIENCE

Fashion and Retails Experiences

• Christian Dior Thailand | Visual Merchandising Manager (Thailand)

(Jan 2016 –Presents)

- Maintain the highest standards of the country visual merchandising.
- Secure the brand identity through indirect service and garment presentation in accordance with current brand guidelines to maximize sales. and create an inviting and exciting shopping experience for the customer. Plan and adapt selling strategy, including season campaigns and selling activities, for the local market in cooperation with related functions.
- Set store visit schedules for VM team
- Ensure proper display of merchandising materials
- Coordinate with vendors. Ensure accurate and timely production of in store POS.
- Ensure that all spending are cost effective and in line with company budget.
- Supporting new Dior shop opening in another country.
- Event Design and organize.
- Graphic design
- Shop maintenance

• Christian Dior Thailand | Assistant Visual Merchandising Manager (Thailand)

(March 2013 –2015)

• Fashion Business instructor Part-time (Slipakorn University)

(Nov 2013 –Presents)

• H&M Thailand | Country Visual Merchandise Manager

(June 2012 –April 2013)

- Secure the brand identity through indirect service and garment presentation in accordance with current brand guidelines to maximize sales and create an inviting and exciting shopping experience for the customer. Plan and adapt selling strategy, including season campaigns and selling activities, for the local market in cooperation with related functions.
- Responsible for the Talent strategy of the Visual Department across the business unit, through clear career paths and succession planning. Manages the recruitment, training and development of the Support Office Visual team. Supports the Area Manager with the visual and leadership development of the Area Visuals. Guarantees that all employee relations responsibilities are followed.
- Maximizes profit, commerciality and sales through cross-function teamwork at Support Office. Controls Visual account codes through budget and costs reviews. Ensures health and safety, security and administrative routines are followed.

• L'Officiel Thailand |Creative Promotion Manager

(March 2012 –June 2012)

- *In charge of marketing, promotions, Distributions, Subscriptions, and event.*

• Adidas (Thailand) Company Limited |Assistant Visual Merchandising Manager / VM Trainer & Stylist

(July 2011 –March 2012) (Contract)

- Regular maintenance / upkeep of VM Display (window & in-store) together with the store-in-charge / store VM champion. This includes implementing ISC (In-store Communication) tools across all locations using the store ISC copy as a guidance.
- Responsible for planning and allocation of marketing materials. Ensure timely implementation of campaigns / promotions. All graphics must be up to date and neatly installed.
- Responsible for building positive rapport with customers, ability to convert customer feedbacks to quick actionable follow-up.
- Conduct monthly VM training sessions with new retail staff (Own retails + franchises)
- Model Store ownership - quarterly
- In-house mannequin outfit stylist to do training
- Set store visit schedules for VM team
- Ensure proper display of merchandising materials
- Coordinate with vendors. Ensure accurate and timely production of in store POS.
- Ensure that all spending are cost effective and in line with company budget.
- Evaluate campaign executions. (ROI)
- Act as acting manager during manager absence.

- Present campaign execution plans to local sales team to get alignment.
- Focus on wholesale VM a priority with own retail as secondary.

- **Gaysorn Land Asset management |Event and Visual Merchandise Executive (Marketing department)**

(Aug 2009 – July 2011)

Events

- Manage Events including Design display by designing, layout, cost estimates and construction of exhibits to maximize effectiveness.
- Experience in supervise and coordinate all activities for events & exhibitions at the facility including the planning, organizing, implementing, Logistics, controlling and evaluating all operations with subcontractors & vendors.

Visual Merchandising

- Coordinate with mall decoration, Store Design in all window display installation including design, material, logistics and quality assurance
- Select the merchandises from each seasons from all the store at Gaysorn to display .
- Quality control for all merchandising and promotion set-up including lightbox, signage, printed matter and any local production programs
- Control and monitor the budget by seasons and by project of all VM collaterals
- Contact with suppliers and overall assurance as well as coordination

Marketing communication

- Develop and implement all advertising and communication campaign
- Manage Gaysorn's participation and involvement in marketing including execution of events and promotions
- Develop and implement marketing research
- Create new marketing channels and campaign to maximize Gaysorn's exposure to the market
- Develop CRM program to achieve in both business objective and marketing objective
- Coordinate with Commercial team to derive with winning store and brand mix concept
- Graphic Design.

- **Central Retail Corporate (Bangkok) |Brand Manager**

(May 2009 – Aug 2009)

Product Development, Visual Merchandising, inventory control, merchandising & organization.

- **Barneys New York, San Francisco (Union Square) |Fine Jewelry & Watch Associate**

(Jun 2008 – March 2009)

- Being a retail sales-driven, goal-oriented player with excellent people skills to present and sell fine jewelry.
- Assist in all facets of store operations.
- Communicates effectively with store staff and customers.
- Develops and maintains clientele and actively promote current company programs to current and potential customers.
- Enhance professional relationships with staff and customers.
- Assist with the development of the store's marketing and merchandising programs.
- Manage Inventory, After Sales Service, and Repair

- **BCBG Max Azria, San Francisco (Union Square)**

(April 2008 - Jun 2008)

- Manage the Visual Merchandise and Window Display for each seasons and theme through out the store including RTW, Leather goods, and Accessories.
- Assist in all facets of store operations.
- Assist with the development of the store's marketing and merchandising programs.
- Manage restocking inventory, shipping & receiving and overall organization.

- **Louis Vuitton, San Francisco (Union Square) | Assistant operation manager**

(Jun 2007 – Jan 2008)

- Assist in all facets of store operations.
- Communicates effectively with store staff and customers.
- Develops and maintains clientele and actively promote current company programs to current and potential customers.
- Assist with the development of the store's marketing and merchandising programs.
- Manage the Visual Merchandise each seasons and theme through out the store including RTW, Leather goods, and Fine Jewelry and watch.
- Manage with merchandising, after sales service, Reorder stock, Inventory, bookkeeping, sales, shipping & receiving, RTV, including repair.

- **Saks Fifth Avenue, San Francisco (Union Square) |Fine Jewelry & Watch Associate**

(Jan – Jun 2007)

- Being a retail sales-driven, goal-oriented player with excellent people skills to present and sell fine jewelry.
- Assist in all facets of store operations.
- Communicates effectively with store staff and customers.
- Develops and maintains clientele and actively promote current company programs to current and potential customers.
- Enhance professional relationships with staff and customers.
- Assist with the development of the store's marketing and merchandising programs.
- Manage Inventory, After Sales Service, and Repair

- **Merchandise manager | Sawang Export Public Co., Ltd Jewelry Manufacturers Co., Ltd**

(May - Aug from 2002-2006)

Set up and in charge of Prototype machine. Store Operations, inventory control, warehouse operation, merchandising & organization, After Sales Service, QC

Work with the merchandiser from overseas such as Fabrikant Leer Gems USA, Walmart etc.

307-307 Surawongse RD, 10500 Bangkok Thailand

- **Associate Manager | Goldleaf (Sculpture Art shop)**

(Sep 1998 - Aug 2001)

Associate Manager, Key Holder, Store Operations, Merchandising & Organization, Sale

611 Post st. San Francisco, CA

Honor

- Participated in Academy of Art University Spring 2008 Fashion Static Exhibition Show
- J'adore Couture reviewed. (Sat April 26 2008) <http://kimair.blogspot.com/2008/04/view-from-bay-2008-academy-of-art.html>

Fashion Show experiences

- **SEPHORA** presents *Fashion Week Live (San Francisco)*
(Mar 15 2007) | Festival Pavilion at Fort Mason, San Francisco, CA | www.fashionweeklive.com
- **Nina McLemore** *Fall 2006 Collection*
(Sep 12-17 2006) | Four Seasons Hotel, San Francisco, CA | www.ninamclemore.com
For global travel, business and busy lifestyles | Gail Jackson | gjackson@comcast.net
- **Walk the Talk** featuring the 2nd Annual Catwalk on the wild side
(June 10 2006) | San Francisco Design Center 101 Henry Adams Street, San Francisco, CA | www.walkthetalk.inticketing.com

SPECIAL TRAINING

- **GIA - Gemology Institute of America: Accredited Jewelry Professional (AJP Diploma)**
 - Jewelry Essentials
 - Color Stone Essentials
 - Color Stone Grading
 - Gem Identification
 - Pearl Grading
 - Diamond Essentials
 - Diamond & Diamond Grading

Art experiences

Print , Web Graphic Designer, and 3D modeling

- **Web design**
(Jan 1998 – present)
- **Graphic design**
(Jan 1998 – present)
- **Freelances Product design, graphic design, and Art consultant**
June 2009 - presents
Princess PA Foundation | Bangkok | www.princess-pa-foundation.or.th
- **Designer, Web and Graphic designs**
June 2009
Image Style | Bangkok | www.is-imagestyle.com
June 2010
Prowood | Bangkok | www.prowood-nanofloor.com
- **Designer, Web and Graphic designs**
June 2008
TARA restaurants | San Francisco, CA | www.tara-restaurants.com
- **Designer, Web and Graphic designs**
2006
Jakes Steaks | San Francisco, CA | www.jakessteaks.net
- **Designer, Web and Graphic designs**
2004
Ozone restaurants | San Francisco, CA | www.theozonethai.com
- **Computer 3-D modeling**
(Jan - Mar 2003) (May - Aug 2005)
Modeling 3D rings for prototype machine
Sawang Export Public Co., Ltd Jewelry Manufacturers Co., Ltd Bangkok, Thailand
- **Designer, Web and Graphic designs**
2003-present
Koh Samui and The Monkey, Citizen Thai and The Monkey | San Francisco, CA | www.kohsamuiandthemonkey.com
- **Computer 3-D modeling freelance**
(2003-2004)
San Francisco, CA | Work as 3-D modeling with the artist *Kallen Salivan*
- **Kaboom Productions**
(Feb 2008 – May 2008)
1083 mission st. 3rd floor San Francisco, Ca 94103 415-4342666 | San Francisco, CA | www.kaboomproductions.com

Creating director reels and menus, helping prepare for commercial shoots, posting on the web, and administrative duties.

- **Jewelry production assistant**

2004

San Francisco, CA | www.elizabethcline.com

Work as production assistant with Elizabeth Cline. Replicated certain design by hand, Sorting and matching Stones, Wire wrapping earring and necklaces.

- **Painting**

2007

wall painting project with acrylic.

Suchada Thai Massage | 690 King st. San Francisco, CA | www.sfthaimassage.com

- **Painting**

2006

Buddha painting project with acrylic and gold leaf

Koh samui and The Monkey | 415 Brannan st. San Francisco, CA | www.kohsamuiandthemonkey.com

- **Painting**

2005

Wall painting project with Thai traditional painting by using acrylic and gold leaf

Citizen Thai and The Monkey | San Francisco, CA | www.citizenthai.com

- **PowerPoint Presentation freelance**

(Mar 2000)

Created the presentation on funding project to help the senior's people.

Goldman Institute on Aging, | San Francisco, CA | www.gia.org

SKILLS

- **Jewelry metal smith skills**

- Wire wrapping - Soldering - Some Casting knowledge - Jewelry Cad Cam 3D modeling

- **Computer Skills**

- PC and Mac - 3-D Light & Texture - Matchmoving - Rotoscoping - Motion capture
- Photo retouching - Compositing - FX animation - Editing - Graphic design
- Dynamics particle/ soft body - 3-D modeling (NURBS, Polygons and Subdivision Surfaces)

- **Visual skills**

- Pencil Drawing - Charcoal Drawing - Sculpture (clay) - Photography - Acrylic Painting
- Oil Painting - Water Painting - Gouache Painting - Silk Painting

- **Software**

2-D -

- Adobe Photoshop CS5 - Adobe After effect CS5 - Adobe Premiere - Adobe Illustrator CS5 - Sound edits
- Adobe Flash - Adobe Dreamweaver - Director - Quark XPress
- Lightroom 3 - CaptureOne - Microsoft Office

3-D -

- Houdini - Maya - SoftImage XSI - Rhinoceros - Matrix 3d

Compositing -

- Flint (Effect) - Composer - Final Cut Pro - Commotion (Puffin Design)

- 2d3 Boujou - Combusion (Discreet) - Shake (Nothing Real)

- Realviz (*MatchMover, ImageModeler, Stitcher, Retimer*)

Retails- - Retails PRO software - POS - Aloha - Opentable

EDUCATION

- **MFA in Fashion Merchandising**

2004-2008

Academy of Art University, San Francisco, CA

- **BFA in Computer Art (Visual Effects & 3-D modeling)**

1998-2003

Academy of Art College | 79 New Montgomery st. San Francisco, CA 94105 | www.academyarts.edu

- **High School**

1996-1998

Idyllwild Arts Academy | 52500 Temecula rd. Idyllwild, CA 92549 (951) 659 2171 | www.idywildarts.org

- **Middle School**

1994-1996

Concord College | Acton Burnell Hall, Shrewsbury, Shropshire, SY5 7PF. UK +44 (0)1694 731631 | www.concordcollegeuk.com

1991-1994

The Mount School York | Dalton Terrace, York. YO24 4DD UK +44 (0)1904 667500 | www.mountschool.york.co.uk

1984-1991

St. Joseph Convent | 7 Convent Rd. Silom Bangrak Bangkok Thailand 0-2234-0561 | www.sjc.ac.th

LANGUAGE

Thai

English

REFERENCES

Shannon Donahue
Merlinda
Patti Cappalli Taylor
Judi Toerge

415-5770979
415-2441610
415-4307048
415-2716241

Barneys New York (Manager)
Louis Vuitton (Manager)

77 Ofarell st. San Francisco, CA 94105
Louis Vuitton (Union Square)
79 New Montgomery st. San Francisco, CA 94105
79 New Montgomery st. San Francisco, CA 94105