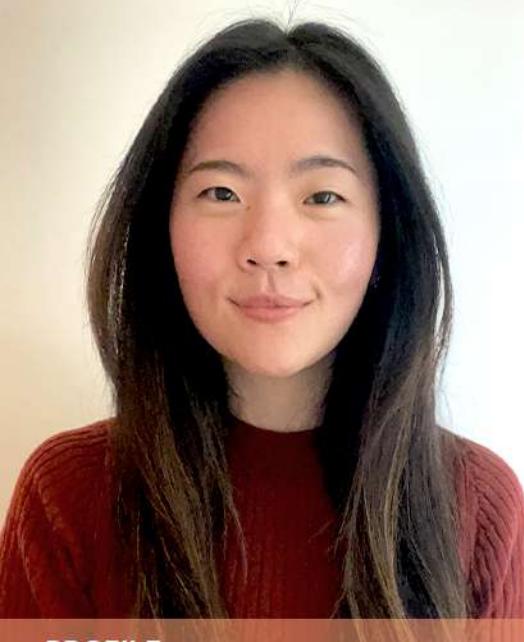


AURELIA MONICA. D



PROFILE

Dedicated, detail-oriented design professional in dynamic high-performance environment. Developed with skills in communication and Information Technology system over the course of 3 years experience in retail industry. Adaptable in building strong skill set in conceptual design and to create effective solutions that deliver results. Actively contribute both in independent and maintain organized workflow that meets the needs

ADDRESS

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CONTACTS

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SKILL

Conceptual Design
Visual Communication
Operational Management
Material Resourcing
Product Testing
Figma/ Sketch
Adobe Creative Suite
AutoCAD

WORK HISTORY

Marketing Specialist

Flovery an artificial floral decoration company | 2021-current

Currently expanding company's online platforms by running campaigns and developing web design. Main key responsibilities include:

- Create compelling and engaging content for marketing materials, including website copy, blog posts, email newsletters, social media posts, and press releases.
- Ensure consistency in brand messaging and tone of voice. Monitor and analyze marketing campaign performance, website traffic, conversion rates, and other key metrics.
- Prepare reports and presentations to communicate findings and insights to stakeholders.

Floral Designer for Interior Decorations

Flovery an artificial floral decoration company | 2020-2021

Based on my interest in creating art having a deep understanding of different flowers, foliage, and design techniques equip me to explore floral artwork and its presentations to the interior. My key responsibilities are but not limited to:

- Develop an advance artificial flower arrangement design skill to create beautiful and harmonious floral compositions.
- Work closely with the head designer to ensure materials availability to fulfil clients' order at the highest standard and report any loss-count on delivery from manufacturer.
- Follow proper care procedures, such as trimming, dusting, and careful packaging.

Sales Associate

Uniqlo in Bellevue Square | 01/2022-current

Assist customers on daily basis to create a dynamic environment for both walk-in and online shopping.

- Actively engage customers to generate sales by presenting and promoting products or services, includes providing exceptional alteration service offered in-store.
- Conducting product knowledge to contribute in improving production process in advance.

Show Crew for Jakarta Fashion Week

Femina Group - Jakarta, ID | 2018

Contributing for a week has allowed me to get exposed to fashion industry in a broad collaborative and lively paced. Main responsibilities include:

- Coordinating with other crews across involving departments, such as make-up artist, model chaperone, stage crew, and media press.
- Effectively communicate with the Show Director to make sure every step is clear and done within the schedules.

EDUCATION

LaSalle International College
Jakarta, ID | January 2020
BOA in Fashion Business

Shoreline Community College
Shoreline, WA | 2021-2024
Creative Project Management
DTA Program

VOLUNTEERING

LaSalle's Creative Graduation Show
2015 - 2017
Clean up force on Uniqlo's
Earth Day Celebration Apr 2023

LANGUAGE

Bahasa Indonesia
English
Chinese