

JAE EUN PARK

San Francisco, CA

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EXPERIENCE

Sales Stylist *Banana Republic (May 2025- Present)*

- Deliver exceptional customer experiences by providing personalized styling advice, resulting in increased client retention and consistent sales growth.
- Maintain visual merchandising standards by executing floor sets and ensuring product presentation is aligned with brand aesthetics.
- Achieve and exceed individual sales goals through product knowledge, upselling techniques, and building lasting customer relationships.
- Collaborate with the Visual Merchandiser during seasonal turnover to execute floor resets and optimize product placement.

Visual Merchandiser *ROXY/QUIKSILVER (August 2024-April 2025)*

- Curated and executed engaging product displays for new/current merchandise.
- Redesigned and restructured displays for existing inventory to boost customer engagement.
- Supported the Visual Merchandising team with inventory management.
- Pulling restocks in the warehouse.
- Collaborating with the Visual Merchandising team to meet the corporate planogram standard for wall/table/fixture layout for new merchandise.

Sports Marketing Intern *Perform For Golf (June 2023 - October 2023)*

- Analyzed competing fitness/golf companies to develop original strategies for social media campaigns.
- Analyzed social media performance using Instagram business account analytics.
- Collaborated with the Intern team to create the Perform For Golf's website using Squarespace.
- Designed and created flyers and banners for the San Mateo location using Canva.

SKILLS

Fashion Marketing

Market research, Brand Development, Product Development, Fashion Trend Analysis, Campaign Planning, Visual Merchandising, Digital Marketing, Fashion Manufacturing, Tech Pack

Technical Tools

Microsoft Office, PowerPoint, Excel, Word, Canva, Adobe InDesign/Illustrator, Social Media apps

Interpersonal Strengths

Team collaborator, adaptable, problem solver, motivated, detail-oriented, self-motivated, visionary, practical, receptive, fluent in English and Korean

EDUCATION

Academy of Art University, San Francisco, CA - BFA in Fashion Marketing

Courses include digital marketing, social media marketing, brand marketing, trend analysis, international retailing & global strategy, beauty merchandising, and product development.

AWARDS

- Golf Scholarship Winner for Academy of Art University