



Yawen Ma

Operational Marketing Intern

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Languages

- English
- Mandarin
- French
- Korean

About

With my foundation in luxury retail at Gucci, I've excelled in store operations, inventory management, and delivering personalised customer service. My adaptability and keen product knowledge consistently surpassed sales targets, affirming my passion for the fashion industry.

BRANDS WORKED WITH

- Xiaofeng Art Studio
- Gucci

Experience

● Marketing Intern

Xiaofeng Art Studio | Apr 2021 - Jun 2021

Managed comprehensive social media operations and orchestrated mobile app promotion strategies, significantly increasing user engagement and app downloads. Designed event plans and visually captivating posters for various events, contributing to their success and enhancing the studio's brand visibility and appeal. Enhanced organisational capabilities by efficiently allocating tasks and adeptly handling emergent situations, showcasing adaptability and quick problem-solving skills. Facilitated seamless transportation and exhibition of artworks by coordinating with artists and strategically planned campaigns in shopping malls, resulting in a notable increase in public exposure and engagement.



● Store Operation Intern

Gucci | Jun 2020 - Nov 2020

Responsible for daily store operations, managing inventory, overseeing visual merchandising, and delivering exemplary customer service, contributing to the store's efficiency and high standard of service. Contributed to achieving remarkable sales milestones, with daily sales consistently surpassing 1,000,000 RMB, showcasing exceptional sales and customer engagement skills. Collaborated closely with the sales team to ensure a personalised customer experience, providing in-depth product knowledge and attentive service, resulting in increased customer satisfaction and loyalty. Conducted data analysis on store performance, identifying sales trends and presenting actionable insights, which contributed to strategic improvements in sales strategies and operational efficiencies. Assisted in training and motivating store staff, fostering a positive and collaborative work environment that encouraged teamwork and increased productivity among team members.

Education & Training

2022 - 2023

● Cardiff University

Master of Science,

2020 - 2021

● Hongik University

Exchange Student in Visual Communication,