

# EVA CHAN

## Marketer

 Hong Kong

## About Me

Creative and highly motivated marketer pursuing in a career in luxury fashion retail, with a particular interest in PR, Event Planning and Coordinating. A focused, detail-oriented and hardworking team player, and a fast learner.

## Experience

### Lane Crawford

Business Coordination Executive, President's Office

November 2021 – June 2022 | Hong Kong

- Assisted senior management in formulation and implementation of business calendars & plans
- See through execution on major brand launches & marketing events on behalf of senior management
- Conducted market research and compiled presentation decks for internal and external parties
- Worked closely with various local & regional teams on project progress updates and approvals
- Composed correspondences independently on behalf of the President

Marketing Coordination Executive, Brand Marketing & Communications

August – November 2021 | Hong Kong

- Executed marketing strategies on seasonal campaigns, in-store activations & pop-up projects
- Worked in a fast-paced environment and was part of a small team that reports to senior management

### Pedder Group

Marketing & Communications Executive, Special Projects

April 2021 – July 2021 | Hong Kong

Marketing & Communications Assistant, Special Projects

November 2018 – April 2021 | Hong Kong

- Handled all creatives and special projects for On Pedder & Lane Crawford Ladies'/Men's Shoes and Accessories Departments, including branding-driven/VIP events, seasonal campaigns, and general content creation
- Source and lead external agencies and vendors to execute in-store events and/or installations
- Coordinated with internal Visual Merchandising & Digital teams to drive marketing initiatives & events
- Facilitated all CRM requests & direct-to-customer communications
- Management of marketing budget & upkeep of marketing calendar

**J. Mendel** – Freelance E-Commerce & Graphic Design Assistant

February – July 2018 | New York, NY

- Created all graphic contents for the company including weekly email blasts, social media and website graphics
- Handled production of seasonal lookbooks, event invitations and other promotional materials
- Managed e-commerce site activities and maintenance
- Coordinated and assisted in seasonal lookbook/commercial photo shoots

**Tommy Hilfiger** – Temporary Visual Communications Coordinator

November 2017 – February 2018 | New York, NY

- Handled all weekly and seasonal field communications through Store Comm
- Produced seasonal Floor Concept with print vendors
- Coordinated French translation of all weekly visual communications documents
- Filtered and facilitated communication from all teams and coordinated field distribution


## Education


**Bachelor of Business Administration** – Strategic Design and Management

Parsons School of Design, Class of 2017 | New York, NY

- 3.75 GPA, Graduated with Honors

## Contact

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 evachan9541

## Skills

Microsoft Office

Adobe Photoshop

Adobe InDesign

Adobe Premiere Pro

Shopify

## Languages

English ●●●●●

Cantonese ●●●●●

Mandarin ●●●●●

Shanghainese ●●●●●

Japanese ●●●○○

## Notable Achievements

Dean's List, Parsons School of Design  
Spring 2015 – Spring 2017

Assisted stylist Jeff Kim in Met Gala fittings for celebrities such as Joan Smalls and Ashley Graham  
May 2017

Backstage coordination/designer assistance at Petite Parade Kids Fashion Week  
March 2016

Reception/Backstage at Calvin Klein Live music event ft. Justin Bieber, Kendall Jenner & Jay Park  
June 2015

References available upon request