

JOYCE MEGUMI ISHIKAWA

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75 Poplar Street #2L
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Education

Fashion Institute of Technology

1/2018 to 5/2021

Candidate Bachelor of Science: Junior
Major: Fashion Business Management

Work Experience

Stein IAS Ltd, New York, NY
Junior Interactions Planner

1/2019 to 1/2020

- Built comprehensive reports across all outbound and inbound marketing activity, identifying key insights and optimization opportunities.
- Executed in the development of media plans, conducting media research, creating and distributing RFPs, assisting in evaluating publisher proposals and developing media flow documents.
- Worked with the digital planning team in putting together new business pitches and strategy decks.
- Assisted team members with tracking communications and project deliverables externally and internally
- Facilitated campaign implementation and execution with 3rd party media vendors through the contracting, invoicing, and payment stages.

PT Mitra Adiperkasa Tbk, Jakarta, Indonesia
Fashion Brand Marketing Intern

6/2016 to 7/2016

- Assisted in magazine advertising budgeting and accounting for all fashion brands.
- Created social media content for Zara and Dorothy Perkins Indonesia.
- Achieved my goal of learning about the process of releasing various promotion materials for different retail franchises.

PT Monica HijauLestari, The Body Shop Indonesia, Jakarta Indonesia
Brand Marketing Intern

6/2015 to 7/2015

- Project manager for “Tea Tree Product Range Youth Campaign” booth at summer music festival.
- Created project idea presentation, job requests, budgeting, coordinating logistics and product merchandising requests.
- Outcome of the project: <http://bit.ly/1VPozf6>

Volunteer Service/Extra Curricular

Secretary of Indonesian Student Association, Treasurer of Association of Chinese Students

Computer skills/Language

Proficient in JDA Enterprise Planning, ABM, MS Office Suite, Adobe Photoshop and R
Proficient in English, Japanese and Indonesian