

Hanae Matsuoka

Japanese | Female | 22 years old

Target MSc: Fashion, Design & Luxury Management

PROFESSIONAL EXPERIENCE

Merchandising Intern - Shiseido, Tokyo July 2024 - Present.

Assisted the global merchandising team in planning seasonal visual displays for international duty-free counters.

Analyzed regional sales data for the "Ultimune" product line.

PR Intern - LVMH Japan (Celine) June 2023 - August 2023.

Coordinated sample loans for celebrity editorial shoots and managed the press clipping archive.

EDUCATION

BA in Global Business, Sophia University (Tokyo) 2021 - 2024.

Specialized in Luxury Marketing and Fashion Branding.

SKILLS

Technical: Adobe Creative Suite (InDesign/Photoshop), Excel, CRM (Salesforce).

LANGUAGES

Japanese (Native), English (Fluent - IELTS 7.5), Mandarin (B1).

PERSONAL INTERESTS

Calligraphy, Ikebana (Flower Arranging), Contemporary Fashion Photography.