



# AVENA PUTRI TANNA

FASHION MARKETER & MERCHANDISER

## CONTACTS

+62 812 87634482  
avenatanna@gmail.com

## LOCATION

Jalan Landasan Pacu Timur  
Komplek Blossom Residence  
Blok D10, Kemayoran,  
Jakarta Pusat 10630

## NATIONALITY

Indonesian

## DATE OF BIRTH

02 November 1996

## SKILLS

- Computer Skills: Proficient in Microsoft Word and PowerPoint and satisfactory knowledge of Photoshop and Illustrator.

## CAREER OBJECTIVES.

- Seeking a job position with a dynamic organization which offers opportunity for professional development in the fashion industry
- To obtain a position of responsibilities that utilizes my skills and experiences where I can enrich my knowledge and strengthen them in conjunction with organization's goals.

## EXPERIENCES.

*Marketing & Event Planning Intern*  
*theWYLDshop.com*  
*Singapore, April 2014 – June 2014*

1. Retail Sales Support (theWYLDshop.com and Pop-up Store)
  - Customer Service and Technical Support of theWYLDshop.com
  - Stock Management, which includes counting, pricing, hanging, steaming and merchandising the products
  - Assure theWYLDshop sales floor are organize and tidy
  - Manage cash and processing payment terminals
2. Execute Marketing Campaigns for theWYLDshop.com
  - Strategize and propose a detailed marketing campaign, which compasses of digital and social media marketing
  - Ensure the KPIs and ROIs set for each campaign are met
3. Events Marketing & Collaborations
  - Work with Director during event partnerships & collaborations
  - Organize weekly pop-up store to drive sales and increase recognition
  - Liaise with Events Company to brainstorm ideas for upcoming events

*It's Only a Dream Fashion Show*  
*PR Team*

- Organize an upcoming fashion show event by Raffles College of Higher Education.
- Responsible to create press kits, which is distributed to influential bloggers and media in Singapore.
- Personally secured several prominent sponsors such as Browhaus, Strip, Zalora and Kwerkee

*Pop-up Store*

*Prepared and managed a Pop-up Store event*

- Determine the goods to be retailed and develop an innovative product catalogue
- Marketing and promotion of the event to the public via social media platforms
- Design the brand identity and marketing collaterals such as logo, customer bill, thank you card and packaging

## LANGUAGE



Bahasa  
Indonesia



English

## INTERESTS



## SOCIAL



avenatanna

## EDUCATIONAL BACKGROUNDS.

- **2014 - 2015:**  
Raffles College of Design and Commerce  
Bachelor of Design with major in Fashion Marketing
- **2012 - 2014:**  
Raffles College of Higher Education  
Advanced Diploma in Fashion Marketing and Management
- **2010 - 2012:**  
Gandhi Memorial International School High School



## HONORS & AWARDS.

- Award of Academic Excellence 2014
- VMDS Young Talent Scholarship Award 2014
- Outstanding Strategic Marketing Proposal  
for Raffles Privato

## PERSONAL QUALITIES.

- Excellent communication skills both in written and verbal
- Efficient worker who is able to perform under duress
- Ability to work individually or within a team environment
- Highly adaptable, positive, resilient, patient risk-taker who is open to new ideas
- Productive worker with solid work ethic who exerts optimal effort to complete tasks successfully
- Enthusiastic and energetic learner, eager to meet challenges and quickly assimilate new concepts.