

Chloe Khaw

Education

University of Missouri, Columbia

Bachelor in Human Environmental Sciences

Major: **Textile & Apparel Management, Dec 2018**

Track: Apparel Marketing & Merchandising

Bachelor in Journalism

Major: **Journalism (Expected: May 2020)**

Track: Magazine Design

Minor: Business

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Study Abroad, FUA (Jun-Aug 2017)

Focus area: Retail Management

Work Experience

Digital Editor

Vox Magazine, Columbia MO (Aug 2020 –)

- Pitched online story ideas for the Eat & Drink section
- Managed social media accounts to push both print and digital stories on Facebook, Instagram & Twitter
- Produced print stories into digital content with relevant multimedia, interactive tools and links.
- Utilizing analytics and critiques to improve published stories and postings

Student Reporter

Columbia Missourian, Columbia MO (Summer 2019)

- Reported daily stories on local briefs, breaking news and feature stories for the city newspaper within deadlines
- Conducted interviews with the right sources and took media coverage for an event story

Student Retail Assistant

FLY Fashion Loves You, Florence, Italy (Jun–Aug 2017)

- Interacted with the local Italian fashion industry and maintaining relationship with designers
- Increased followers and social media presence by posting cohesive photos and stories
- Researched trend forecasts and designed moodboards to successfully plan in-store events and shoots

Customer Service Assistant

Campus Dining, Columbia MO (Mar 2017–May 2018)

- Worked efficiently under stressful conditions
- Developed leadership role by training new members of the team

Contact

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🌐 www.linkedin.com/in/chloe-khaw

📁 <https://chloekhaw.wixsite.com/portfolio>

Involvement

Missouri International Student Council

- Vice President (May 2019 –Present)

- Organized on-campus events which increased international community participation
- Met with administrators and faculty members to discuss plans for the campus
- Engaged with social media effectively to further promote events
- Delegated tasks to members and encouraged teamwork to ensure events run smoothly

Missouri Malaysian Association

- Treasurer (Aug 2017 –Aug 2019)

- Planned and used the budget while having extra turnover for the next semester

Skills

Computer skills:

- **Adobe Creative Suite**
 - Indesign, Illustrator, Premier
- **Microsoft Office**

Language:

- Fluent in **English & Chinese**
- Professional in **Malay**

Personal strengths:

- Adaptable in the workplace
- Self-motivated
- Creative and innovative