

# WILLIAM CHUNG

Male | 29 (1992-07) | 8 Years of Working Experiences | Master

Current Location: Guangzhou, China | Birth Place: Taiwan Province

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## About Myself

Visual Merchandising | Creativity Proposal | VM Standards | Styling Guideline | Store Training | Team Establishment

## Working Experiences

2020.12-2022.12 URBAN REVIVO (UR)

Guangzhou

### Brand Visual Merchandising Manager

- Job Descriptions:
1. Be responsible for 350 stores in mainland and 10 stores overseas, including creative design, VM standards and execution monitoring.
  2. Update VM standards annually and communicate with Design Centre and Merchandising Dept. for updated strategies.
  3. Set different VM tools and methods for all levels of stores.
  4. Seasonal window displays (creative and regular windows)
  5. Mannequin Styling based on different regions, weathers, and merchandising distributions
  6. Display props developments, including ACC display props, hangers, mannequins
  7. Team training, including merchandising plans, fashion trends, and VM standards
  8. Support Area VM Manager for new stores and key stores' roll outs
  9. Use monitoring system and store visits to ensure the VM executions are standardized.
  10. Communicate with Marketing Centre and be responsible for creative campaign designs, including pop-ups, new store campaigns
  11. Annual VM plans, strategies, budgets, KPI

2020.04-2020.11 TOKYO BASE (STUDIOUS TOKYO)

Shenzhen

### Assistant Store Manager

- Job Descriptions:
1. Supervise and coordinate daily activities
  2. Planning and reaching of sales targets
  3. Sales, assistance and gain client's loyalty : keeping the database updated, Customer Relationship Management (CRM)
  4. Cash register management and bank deposits
  5. Apply corporate layout and visual merchandising rules; keep the high standard of the boutique image.
  6. Stock management; verify unsold and range of products
  7. Personal care and make sure all the employees' image matches with the corporate guidelines

2018.04-2020.04 DJI

Shenzhen

**Senior Visual Merchandising Specialist**

- Job Descriptions:
- 【Product Display】：
    1. Work with PM team, determine window display designs and product presentations based on TAs, product scenarios
    2. Coordinate with functional teams internally and manage suppliers and agencies to oversee tasks related to visual displays
    3. Achieve additional 30% of sale forecast with 2019 Winter Holiday window display
  - 【Authorized Stores】：
    1. Compile global VM guidelines
    2. Set up and follow up VM executions
    3. Audit store constructions, negotiate with dealers and construction agencies
    4. Provide store renovation guidances. Finish 70 stores renewal of constructions globally in 2019
    5. Provide in-store and online VM training
  - 【Flagship Stores】：
    1. Compile global VM guideline
    2. Store planning, analyze customer traffic flows, plan function areas based on logistically information and retail strategies

2016.08-2018.03 CLUB MONACO

New York, NY

**Senior Visual Merchandiser**

- Job Descriptions:
1. Compile global VM guidelines
  2. Provide VM training and collaborate with area managers to ensure the standards are executed
  3. Collaborate with designers to hold product knowledge meetings
  4. In charge of new opening visual merchandising proposal and supports
  5. Visit stores on a regular basis to ensure store environments and visual merchandising are on the standard
  6. Support sales, increase the VIP list, and achieve USD\$60,000 per day

2016.02-2016.08 J.CREW

New York, NY

**In-store Visual Merchandiser**

- Job Descriptions:
1. Participate HQ's VM team, helping to export the global VM guidelines
  2. Support in-store VM at concept stores
  3. Responsible of POS and mannequins
  4. Execute associates' VM training and product knowledge

2015.08-2016.02 WindowsWear

New York, NY

**Visual Merchandising Trainer**

- Job Descriptions:
1. Collect all kinds of VM historical information and accomplish the archive "The Evolution of Window Displays in New York"
  2. Develop VM course for fashion industry workers and students
  3. Various brands' window photography, analyze trends and elements and keep the website updated
  4. Collaborate with various brands and hold store VM tours on 5th Av.
  5. Support CEO to hold the annual WindowsWear awards, gathering world's top creatives and agencies

## Education

2015.07 - 2016.09	LIM College, New York, NY	Fashion Merchandising & Retail Management	Master
2011.07 - 2015.06	Tunghai University, Taichung, Taiwan	Foreign Languages and Literatures	Bachelor
2014.10 - 2014.11	Università Bocconi, Italy	Managing Fashion and Luxury Companies	