

▶LINDA YU

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9123 2002

SUMMARY

Quality-driven and strategic professional with 2+ years of extensive experience in merchandising tasks. Demonstrated consistent fulfilment of objectives with excellent skills in analysing business options and pricing arrangements by other vendors.

EXPERIENCE

Merchandising Assistant, JW Consulting Group Ltd.

Jun 2012 - Present

- ▶ Managed day-to-day production tracking, including fabric status; tracked production performance and addressed potential delivery problems
- ▶ Standardised window and in-store displays according to principal's guideline as to maximise branding exposure and selling opportunities
- ▶ Assisted 3 senior merchandisers in preparing analysis of bestselling price points of top products within seasonal apparel lines
- ▶ Performed market research on upcoming fashion trends, and prepared open-to-buy (OTB) budget forecasts for management approval
- ▶ Researched for market data to facilitate the comparison of prices, specifications and dates of delivery to determine the best deals among vendors

EDUCATION

Hong Kong Polytechnic University, 2009-2012

Bachelor of Arts (Honours) Scheme in Fashion and Textiles

COMPUTER SKILLS

Microsoft Office (Word, PowerPoint, Excel & Access)

Adobe Creative Suite (Photoshop & Illustrator)

LANGUAGES

Cantonese (Native)

English (Proficient)

Mandarin (Proficient)

Korean (Basic)