

# ÂN HUỖNH

Passionate fashion merchandiser with a strong background in retail management and e-commerce, known for critical thinking and a detail-oriented approach, using research to develop innovative strategies that drive business success.

## PROJECTS

**Business Strategy** *Dress for the Life You Live, Not the Age You Are*  
Analyzed the Vietnamese Gen X and Baby Boomer markets to inform critical decisions on product development, pricing, and positioning. Developed brand identities and narratives that resonate with consumers, implementing realistic financial planning to ensure growth.

**Product Planning** *Retreat to Increase Inner Peace and Harmony*  
Identified opportunities in the current meditation market for expansion and developed a healthy, eco-friendly concept targeted at Millennials and Gen Z. Used Excel to create an assortment plan for cross-merchandising and production timelines, while designing tech packs and spec sheets to effectively communicate with vendors.

## EXPERIENCE

**Brand Ambassador** Oak + Fort (2024-Present)  
Collaborate with the Visual Merchandiser to execute appealing store displays under the guidance of the visual leadership team. Use upselling and cross-selling techniques and demonstrate deep knowledge across apparel, accessories, and lifestyle products.

**Apprenticeship** Shop 657, San Francisco (2024)  
Created social media campaigns that lead to a 75% increase in TikTok and Instagram engagement, contributing to a surge in monthly sales. Executed site merchandising strategies aligned with promotional and content calendars, digital marketing efforts, and pricing maintenance.

**Photo Editor** Lan Anh Footwear (2021-Present)  
Pitch innovative ideas for digital story productions and use Photoshop and Lightroom to manipulate photos.

**Volunteer Activities** Beauty Expo (2024), San Francisco Fashion Week (2023), Silicon Valley Fashion Week (2023), Spring Show (2023)

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## PORTFOLIO

<https://bit.ly/huynhthuyan>

## EDUCATION

**Master of Arts in Fashion Merchandising**  
Academy of Art University  
San Francisco (2023-Present)

**Bachelor of Science in Retail Management**  
Art Institute of Houston (2022)

**Certificates**  
Lululemon Merchandising & Omnichannel Marketing  
Red Bull On-Premise Sales

## KEY SKILLS

**Fashion**  
Merchandising, data analysis, market research, e-commerce, trend forecasting, product development, retail operations

**Technical Tools**  
Adobe Photoshop, Illustrator, Microsoft PowerPoint, Excel, Word, Canva, POS systems

**Languages**  
English, Vietnamese, Cantonese

**Interpersonal Strengths**  
Critical thinking, negotiation, time management, enthusiastic, collaborative, detail-oriented