

WORK EXPERIENCE

CHANEL

Senior Visual Merchandiser
Aug 2018 – Nov 2022

- Ensuring exterior and interior displays are well maintained
- Work closely with regional VM on guidelines for window, in-store displays & event setups
- Liaise with contractors for window installations
- Co-ordinate and allocate work with team members
- Support in events and launches
- Logistics – Monitoring the shipments of window props & other VM tools
- Ordering of VM tools to improve boutique display
- Implement and control VM display budgets
- Other paperwork: invoicing/ working with finance department

CLUB 21 SINGAPORE

Visual Merchandiser
May 2014 – Jul 2018

- **Main responsibility** for CK Calvin Klein
- Enhancing & upholding brand image through exterior and interior display
- Rendering of window proposals
- Liaise closely with APAC region for visual aspects
- **Overseas** work seasonal work trip for Market Week, setting up showrooms
- Creating visual guideline in HK for region
- Following up with countries for window installations, plans and reports
- Work with various vendors for VM props
- Implement and control VM display budgets
- Communicating with Calvin Klein Asia for information and approvals
- **Overlooking display** for Dolce & Gabbana Kids, Caramel Baby London

SALES ASSOCIATE & EVENT ASSISTANT

- Boards & Stuff, Singapore - June 2010 - 2013
- Singapore Grand Prix - September 2009, 2010
- Forever 21 - Sales Associate 2007-2008

EDUCATION

- **Temasek Polytechnic**
2011 – 2014
Diploma in Apparel Design & Merchandising with Merit
- **Institute of Technical Education College Central**
2009 – 2011
Higher Nitec in Business Studies (Event Management)
- **CHIJ St. Theresa 's Convent**
2003 - 2008
GCE 'O' Level, 2008
GCE 'N' Level, 2007

ELAINE YEO



VISUAL MERCHANDISER

I am a senior visual merchandiser. I have been in this field for 8 years +. I enjoy beautifying & decorating; I have worked with multi-labels mid end fashion brands as well as luxury fashion.

CONTACT



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SKILLS

- MS Word
- MS PowerPoint
- MS Excel
- Adobe Photoshop
- Adobe Illustrator
- Adobe Lightroom

LANGUAGE

- English
- Mandarin
- Dialect – Hokkien

HOBBIES

