

# Michelle Zhao

Detail oriented post graduate seeking entry level position within the marketing field to bridge both creative and analytical skills.

## Work Experience

### Volunteer

#### **FREELANCE GRAPHIC DESIGNER**

MARCH 2021 - PRESENT

- Acted as a branding consultant for 2+ startup businesses aiding in the establishment of brand identity through the development of branding and marketing media including logo, packaging, web design, and digital campaigns
- Planned, executed, and edited 4+ photoshoots on 35mm film in Photoshop to printing production standards in photobook series
- Aided clients with the application of 3+ years of experience in design programs, editing software, illustration, and design principles

### Warby Parker

#### **SALES STYLIST**

MAY 2019 - JUNE 2020

- Greeted, signed in, and funneled customers to their proper help based on their needs and questions to guide organization and flow of store
- Hit target sales and maintained AOV ~\$280 and daily bookings of ~\$2100, falling within the top 3 of sales associates of store on month to month basis
- Read and interpreted customer prescriptions for over 30 customers daily to properly aid in styling
- Answered questions regarding insurance detailing and managed customer expectations based on their needs to maintain satisfaction of customers
- Placed orders, performed prescription checks, and applied insurance to customers orders

### Urban Outfitters

#### **SALES ASSOCIATE/MERCHANDISER**

MARCH 2018 - JAN. 2019

- Communicated and aided customers to locate products through extensive product knowledge expanding over individual sales section
- Restocked, arranged, and worked closely with other merchandisers to drive product sales
- Helped customers complete purchases and signed up for rewards programs to drive customer loyalty

## Contact

michegg.com  
michellez1218@gmail.com  
Instagram: @michegg

## Education

June 2020  
BBA in Advertising and  
Marketing Communications  
Minor in Graphic Design  
Baruch College - Zicklin  
School of Business

Sept. 2016 - Dec. 2017  
State University of New York  
at New Paltz

June 2016  
High School Diploma  
Midwood High School at  
Brooklyn College

## Skills

### Adobe Creative Cloud

- Photoshop
- Indesign
- Animate CC
- Illustrator
- Analytics

### Microsoft Office

- Powerpoint
- Excel
- Word
- Outlook

### Social Media

- Facebook
- Instagram
- Twitter

R-Studio