

{my-LEE} she/her

MYLY DAO

EVENT PRODUCTION

10+ YEARS EXPERIENCE IN
MANAGEMENT, BRANDING, AND
CUSTOMER RELATIONS

TECHNICAL SKILLS

- Digital Marketing essentials & tactics
- Consumer Research & User Journey
- SEM & SEO traffic generating
- Brand & Product Development
- trend analysis & product lifecycle
- textile terminology & end use
- Buying Fundamentals
- Adobe Photoshop, Illustrator
- Microsoft Excel, Powerpoint

SOFT SKILLS

- troubleshooting & critical thinking skills
- effective verbal & written communication
- collaborative team player
- ability to prioritize & self-start
- adaptable, fast learner
- thorough with attention to detail

EDUCATION

- **BFA FASHION MARKETING (2023)**
 - Academy of Art University
- **AS FASHION MERCHANDISING (2020)**
 - City College of San Francisco

AWARDS

- AAU Presidential Scholarship
 - Honors list Since 2020
- CCSF Dean's List | Spring 2020
- I. Magnin Scholarship 2020 & 2022

WORK HISTORY

LIVE EVENTS COORDINATOR / LEAD FAMILY INDUSTRIES | 2022 - PRESENT

Experiential producer & live events lead with experience in custom screen printing, embroidery, laser engraving, image sublimation, vinyl plotting, and more. Assists with on-site training, organization, and event coordination.

MARKETING SPECIALIST KEYOPP | 2020 - 2022

Revised brand campaign for property management resulting in improved SEO ranking, an increase in the number of doors in the company portfolio, and stronger consumer trust. Copywriter & designer for brochures and flyers.

CAFE MANAGER JANE ON LARKIN | 2018 - 2019

Managed and trained 20+ servers and baristas resulting in excellent customer service and return business. Improved health inspection score to a perfect 100. Designed, developed, and implemented an onboarding template that is currently in use.

ASSISTANT MANAGER RELOVE | 2015 - 2018

Managed daily retail operations and maintained online sales and social media accounts. Successfully increased daily sales by 10% from the previous year, and helped ReLove win the title of SF Magazine's Best Vintage Shop in 2017. Assisted with coordinating pop-ups and art market events.

FOUNDER / OWNER VINTAGE GRIME | 2007 - 2015

Managed all facets of small business including garment sourcing, evaluating vintage, modeling, photography, editing, listing, sales and shipping. Coordinated vintage clothing pop-ups and art markets throughout DTLA.