

Chengge Tan

edwardtcg831@gmail.com / 6466832318 / Pooler, GA 31322

Experience

Kaleidoscope consulting - Assistant Marketing Director 06/2023 - 09/2023
New York, NY

- Developed relationships with luxury brands to increase product selection in store.
- Collaborated with designers and buyers to create collections that meet customer expectations.
- Communicated with vendors regarding inventory levels, pricing, new arrivals.
- Organized and attended photoshoots for clients' collections.
- Developed and maintained relationships with fashion media outlets.
- Assisted in the development of marketing strategies for client campaigns.

Douglas Keeve - Assistant Creative Director 06/2023 - 09/2023
New York, NY

- Developed creative strategies and concepts in collaboration with the Creative Director.
- Created storyboards for each scene to communicate vision to cast and crew.
- Edited raw footage into a cohesive narrative structure using editing software.
- Assessed script changes for potential impact on overall project timeline or cost overruns.
- Performed calendar management and scheduling of appointments for the executive.
- Ensured that brand guidelines were adhered to across all campaigns.
- Drafted copywriting briefs for internal teams and external vendors.
- Supervised the design process from concept through completion.

Resonance New York - Designer's Assistant 04/2020 - 08/2020
New York, NY

- Coordinated with other departments to comply with industry regulations
- Applied skill in color theory and composition to bring client visions to fruition
- Leveraged industry knowledge and emerging trends to build innovative messaging and bring design concepts to fruition
- Developed and maintained comprehensive library of design assets for easy access and reuse.

Package Butler Smart Locker Technology - Assistant Marketing Director 08/2019 - 12/2019
New York, NY

- Led team of marketing professionals, offering mentoring and coaching to build knowledge and skills
- Launched successful digital marketing campaigns that achieved goals for increased website traffic
- Created content and promotional materials to drive engagement and conversions
- Optimized email campaigns to increase open and click-through rates
- Conducted market research to identify new opportunities and target markets.

Elliott Foote - Assistant Casting Director 02/2019 - 05/2019
New York, NY

- Examined scripts to understand storyline and needed roles
- Circulated breakdown notices among talent agencies and independent agents to search for perfect cast
- Auditioned and interviewed performers to match attributes to specific roles or to increase pool of available acting talent
- Reviewed casting materials of current and future projects
- Assisted with casting and production of NY Fashion Show programs.

CHT - Fashion Buyer 01/2017 - 02/2019
New York, NY

- Created hands-on training program for newly hired employees to acclimate each person to company policies and procedures and individual job duties
- Devised and implemented policies and procedures for purchasing and inventory control.

Websites, Portfolios, Profiles

- www.ch7tstudio.com
- vimeo.com/user71722702

Languages

Chinese (Mandarin), Native or Bilingual English, Professional Working

Skills

- Art Conceptualization
- Motion and Premier Pro Mastery
- Customer Satisfaction
- Concept Studies
- Creative Design Layouts
- Teamwork Skills
- Fashion Design
- Creative Solutions
- Adobe Illustrator
- Color Correction Knowledge
- Director Collaboration
- Creative Collaboration
- Video Editing
- Directing Experience
- Film and Video Production

Education and Training

11/2023

Savannah College of Art And Design
Savannah, GA

Master of Arts: Luxury Management And Branding

- SCAD Achievement Grad Scholarship
- International Scholarship
- GPA: 3.87

05/2021

Fordham University
The Bronx, NY

Bachelor of Science: Marketing

Languages

Chinese (Cantonese):

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Native/ Bilingual

English:

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Professional