

Hee Song

New York, NY | heeyaaa08@gmail.com | +1 (646) 265 5208 / +82 10 8827 1661
| [linkedin](#) | website & portfolio: [heesong.info](#)

EDUCATION

Fashion Institute of Technology

Associate of Applied Science in Fashion Business Management
Bachelor of Science in Fashion Business Management

New York, NY

Expected May 2025

Expected December 2026

GPA: 3.97

PROJECT

Lululemon Retail Analysis

- Analyzed Lululemon's retail strategy based on its 2023 Annual Report.
- Examined key aspects such as market positioning, merchandise management, business environment, challenges, omni-channel experience.

Product Extension for Sandy Liang

- Developed a strategic approach for fragrance market entry, extending Sandy Liang's aesthetic into a new dimension of personal expression.
- Analyzed the brand's existing positioning within the fragrance business environment
- Explored key areas explored include pricing strategy, SWOT analysis, product life cycle, marketing and promotion strategies, global expansion, and social responsibility.

Lookbook: Women's Dresses for Macy's Fall 25

- Developed a dress collection for Fall 25 under the theme Power Meets Romance and designed a comprehensive lookbook.
- Conducted Fall 25 trend research, analyzing key silhouettes, items, and colors.
- Created detailed styling proposals, forecasting how FW 24 trends would evolve for FW 25.
- Developed a press kit, including brand storytelling and key messaging for media outreach.

SS 25 Stussy Website

- Designed and developed the SS 25 collection page, incorporating a moodboard, color palette, and storytelling to capture the essence of the season.
- Analyzed recent press coverage and developed the press section at the bottom of the home page.
- Conducted Spring 25 trend research, analyzing key themes, silhouettes, and colors.
- Created a style sheet for unisex accessories.

LEADERSHIP EXPERIENCE

54th Student Council of the College of Education in Dongguk University

Seoul, Korea

Vice President of the Public Relations Department

Start Jan 2022 – Dec 2022

- Managed SNS (Instagram, Kakao talk channel) using Adobe photoshop and Canva
- Produced promotional materials for projects and events

Kaplan International Languages

Toronto, ON

Student Ambassador

Start May 2023 – Jun 2023

- Facilitated communication between Korean students and staff to help them adapt to the language school environment.
- Assisted in organizing and supporting school events for international students.

SKILLS

Computer: Microsoft Office (PowerPoint, Excel (Pivot Tables, VLOOKUP, etc.), Word), Canva, Adobe Photoshop

Language: English (Proficient), Korean (Native), Japanese (Basics)