

# RAZWA SERVIA

## FASHION MERCHANDISER

### CONTACT

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 San Francisco, CA

### ACHIEVEMENTS

**Jakarta Women's March**, Honored as Poster of the Day for two years

**ANU Business Competition**, 1st place prize money winner for Australian National University Business Competition

### EDUCATION

**Bachelor of Fine Arts in Fashion Merchandising**

2020-2023  
Academy of Art University  
Anticipated graduation 2023.

**Associates of Arts in Business Management and Administration**

2019-2020  
De Anza College

**Certificate in Visual Arts and Art Business**

2018  
The School of New York Times

### SKILLS

#### Merchandising

Trend forecasting, styling, market research, branding, entrepreneurship, assortment planning, visual merchandising, product development, visual art, and data analysis.

#### Tools

Microsoft Office, Google Workspace, Procreate, Canva, Adobe Illustrator and InDesign.

#### Interpersonal

Adaptability, works well under pressure, multitasker, problem solver, strong communicator, proactive leadership, culturally aware, and effective negotiator.

#### Language

English, Indonesian, and Sundanese.

### ABOUT ME

Merchandiser with a keen eye for emerging trends, dedicated to curating compelling collections and stylish presentations. Proven expertise in trend analysis, market research, and visual merchandising to drive business success.

Multicultural background, blending Pakistani-Indonesian heritage, fuels a unique perspective shaped by surrealism, vibrant colors, and a love for 70's fashion.

### EXPERIENCE

#### Art Commission

Dec 2020 - Present

##### Freelance

- Create custom designs based on client specifications, such as personal house murals design, posters, album covers, podcast covers, and prints.
- Manage customer service interactions and cultivate positive relationships with clients to ensure satisfaction.
- Utilize marketing strategies to attract clients and sustain business operations through effective use of social media and word-of-mouth promotion.
- Employ both digital and traditional art methods to deliver high-quality and diverse artistic commissions.

#### Fashion Public Relations Intern

Feb 2023 - May 2023

##### School of Fashion, Academy of Art University

- Drafted, obtained approval for, and posted content on the School of Fashion's social media accounts.
- Led PR efforts for all Beyond the Front Row activities and events, including Runway Repurposed and Beyond the Front Row Presents.
- Organized and maintained digital and physical PR archives while supporting online and in-person events for the public relations team, managing check-ins, hosting, etc., and including content creation and attendance at in-person meetings and events.
- Supported the public relations office with assets related to BFA, MFA, and alums collections by updating the master list of press/media mentions
- Contributed to the success of the Spring fashion show for graduated students of 2023

#### Fashion E-commerce Part-Time

Feb 2022 - Nov 2022

##### Goodwill, Inc

- Authenticated, evaluated, tested, researched, photographed, and priced 200+ Fashion category products daily, then identified and selected products for online sale.
- Reviewed and researched online marketplaces, making informed decisions on item compliance with online standards.
- Maintained a professional image in interactions with the public, co-workers, customers, and program participants.
- Collaborated with Production and Retail staff to identify products and coordinated with the fulfillment team for appropriate packaging.

#### Head and Co-Founder of Hawkspot School Festival

Aug 2017 - Jun 2018

##### IB DP Project, Global Jaya School

- Oversaw a four-member finance and sponsorship team, securing \$20,000 in sponsorship for an unnamed event.
- Cultivated relationships with major international companies to secure funding for the event.
- Allocated budgets for large-scale events featuring renowned local artists, drawing audiences exceeding 27,000 attendees.