


RAZWA SERVIA

FASHION MERCHANDISER

CONTACT

 (415) 246 6108

 serviarazwa@gmail.com

 www.razwaservia.com

 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.