

Jay Wing Y Chim

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Work & Experience

Merchandising Coordinator *C&A*

Düsseldorf, Germany
Apr 2025 – Present

- Collaborated with Merchandising, Design and Development Leads, to **align collections with financial goals and brand vision** across 8+ European markets
- Facilitated **end-to-end buying activities** including assortment creation, order submission, sizing, quantity & pricing decisions for 2+ seasons and took ownership for young fashion circular knit bottoms
- Presented **seasonal sign-offs & weekly trade** insights on trends, KPIs and sales to 100+ stakeholders
- Set up 1000+ products in **PLM systems**, achieved 100% accuracy & facilitated smooth development cycles
- Guided **weekly fittings & provided feedback** to improve product fit and reduce revisions for 300+ styles
- Coordinated communication with **8+ overseas suppliers**, sample approvals & product updates
- Created **quarterly & ad-hoc** reports with actionable insights to support cross-department decisions

Omnichannel Merchandising Intern *Levi Strauss & Co.*

Diegem, Belgium
Feb 2024 – Feb 2025

- Specialized in **operational and analytical support** for omnichannel strategies with digital channel focus for the European women's market by providing **ad-hoc analysis reports**
- Managed large datasets and built weekly/monthly **KPI reports** used by 15+ team members
- Created automated data visualizations and visual references to support **cross-functional strategic planning**
- Managed sample inventory and **facilitated planning for over 2+ seasonal assortments**
- Analysed and compiled **market insights** from 50+ competitors through in-store visits across Europe

Junior Consultant – In-Company Consulting Project *Serapian Milano – Compagnie Financière Richemont SA*

Paris, France
Sep 2023 – Nov 2023

- Led 10+ competitor analysis & benchmarking to shape **brand activation strategy** for NYC pop-up launch
- Researched **activation tactics** of 30+ local luxury brands to identify best practices and innovative strategies
- Conducted interviews and surveys with 10+ sales experts to extract techniques on **client attraction**
- Analysed 50+ influencers and 100+ social media posts to **track New York market trends**

Content Creator *Self-employed*

Remote
Dec 2021 – Nov 2022

- Produced Youtube ASMR content, achieved **3.5K subscribers & 116.8K views** on a single video
- Built loyal communities across Chinese media platforms, reached **20K+ cross-platform followers & 600K+ cumulative views** through audience-tailored content
- Collaborated with international brands to create video campaigns, delivering **exposure on global markets**

Education

Emlyon Business School

Feb 2025

MSc in High-End Brand Management | MSc in Luxury Management & Marketing (Dual Degree) - GPA 4/4

- **Master Thesis** (16.5/20): "How to Increase the Conversion Rate for High-end E-commerce Websites"

Nottingham Trent University

Jun 2021

BSc(H) in Software Engineering - 1st Class Honours (GPA 3.68/4)

SKILLS & INTERESTS

Languages: Bilingual Proficiency in English & Chinese; Conversational in Dutch, French, and Romanian

Technical Skills: Power BI, Tableau, Microsoft Office, HTML & CSS, Final Cut Pro, SQL, XML, SAP, EDITED