

ASHVINA PERVEZ

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<https://ashvinapervezportfolio.com/>

OVERVIEW

Fashion Marketing & Management graduate with a strong interest in luxury branding, creative strategy and visual storytelling. Experienced in developing marketing concepts, executing visual merchandising initiatives and contributing to brand-focused projects that enhance customer engagement. Passionate about understanding consumer behavior and creating memorable brand experiences that blend creativity with business objectives.

WORK EXPERIENCE

TIM HORTONS

Team Member

Cambridge, ON

Feb 2024 – Present

- Deliver exceptional customer service in a fast-paced environment.
- Collaborate with team members to ensure efficient daily operations.
- Prepare and serve food and beverages while maintaining quality standards.
- Maintain cleanliness, organization and food safety compliance.

LIVE CHIC

Retail Associate & Visual Merchandising Assistant

London, ON

Dec 2022 – Apr 2023

- Built customer relationships through product knowledge and styling support.
- Provided personalized recommendations to enhance customer satisfaction.
- Executed visual merchandising strategies that reinforced brand identity.
- Assisted with product displays and promotional campaigns.

FANSHAWE COLLEGE

Event Planning, Fashion Design Graduate Runway Show

- Assisted in planning and production of the Fashion Design Graduate Runway Show.
- Collaborated with students and faculty to support successful event execution.
- Contributed to event organization, visual presentation and audience experience.
- Supported event setup and coordinated layout planning for runway presentations.

EDUCATION

Fashion Marketing & Management Diploma

Fanshawe College, London, ON - Graduated Jun 2026

- Focus Areas:
- Fashion Marketing
- Branding
- Visual Merchandising

St. Benedict Catholic Secondary School

Sep 2019 - Jun 2023

- SHSM Certification
- Co-op Placement: Red Bicycle Paper Co.

SKILLS & CERTIFICATIONS

- Adobe Illustrator
- Adobe Photoshop
- Canva
- Wix Studio
- CapCut
- Certifications
- LVMH & Luxury Industry Certificate
- Pinterest Performance Essentials Certification
- Visual Merchandising
- Event Planning
- Styling
- Communication
- Teamwork
- Pinterest Media Buying Certification
- Leadership Training
- Public Speaking Training
- Marketing & Branding
- Social Media Strategy
- Pinterest Marketing
- Trend Analysis
- Brand Development
- Visual Storytelling
- Content Creation