

ASHVINA PERVEZ

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PROFESSIONAL SUMMARY

Dynamic professional with a strong background in event planning and retail, notably at Tim Horton's. Proven ability in visual merchandising and brand development, complemented by exceptional teamwork and communication skills. Adept at enhancing customer experiences through personalized styling and effective social media strategies.

SKILLS

- Social media strategy
- Pinterest marketing
- Trend analysis
- Brand development
- Visual storytelling
- Visual merchandising
- Retail experience
- Adobe Illustrator
- Adobe photoshop
- Canva
- Wix
- Capcut
- Styling
- Event planning

EXPERIENCE

TIM HORTON'S

Cambridge, Canada

Team Member

02/2024 to Current

- Delivered prompt service in fast-paced environment
- Collaborated with team to meet deadlines and manage tasks effectively
- Prepared and served food and beverages to customers with attention to quality.
- Maintained cleanliness and organization of the front counter and dining area.

FANSHAWE COLLEGE

London, Ontario

Event Volunteer

01/2026 to 04/2026

- Contributed to the planning and production of the Fashion Design Graduate Runway Show
- Collaborated with students and faculty to ensure successful show execution and brand presentation
- Worked on event organization, visual presentation and audience experience

LIVE CHIC

London, Canada

Retail Associate

12/2022 to 04/2023

- Cultivated client relationships by sharing in-depth product knowledge
- Provided personalized styling recommendations that enhanced customer satisfaction
- Executed visual merchandising strategies that reinforced brand identity

YMCA

Lahore, Pakistan

Event Planner & Host

12/2016 to 12/2018

- Planned and executed diverse events including Christmas, Mother's Day, and festivals to enhance community engagement
- Coordinated logistics and communication among vendors and staff to elevate guest satisfaction
- Developed event themes and concepts to enhance participant engagement and enjoyment.
- Managed vendor relationships to secure services for various event needs.

EDUCATION

FASHION MARKETING & MANAGEMENT: FASHION MARKETING, BRANDING, VISUAL MERCHANDISING

Fanshawe College, London, ON

01/2026

ADDITIONAL

The Inside LVMH, 2025, Pinterest Certifications Performance Essentials, Leadership, 2023, Public Speaking, 2019, English, Fluent, Urdu, Fluent

WEBSITES, PORTFOLIOS, PROFILES

- <https://ashvinapervezportfolio.com/>

CREATIVE EXPERIENCE

- Editorial Fashion Photoshoot, Conceptualized and executed a bold, feminine editorial shoot, Directed styling and visual composition
- Brand Development - 'Seren', Developed haute couture brand identity and storytelling direction
- Kojak Brand Project, Created marketing and visual branding strategies
- Upcycling Fashion Project, Designed garment using repurposed materials
- Valentine's Visual Display, Executed themed retail display using visual merchandising principles

LEADERSHIP EXPERIENCE

- Event Planner & Host, YMCA, Lahore, Pakistan, 01/01/17, 12/31/19, Planned and executed events including Christmas, Mother's Day and festivals, Managed coordination and guest experience
- Fashion Design Collaboration Project - Event Planning (Layout Team), Fanshawe College, 01/01/24, In Progress, Supporting event production for a graduate fashion collection showcase, Collaborating with fashion design students to ensure cohesive visual presentation, Contributing to layout planning and spatial organization for presentation setup