

ASHVINA PERVEZ

Toronto, ON | (519) 240-1856 | pervezashvina19@gmail.com | Portfolio:
<https://ashvinapervezportfolio.com/>

EDUCATION

Fanshawe College — Fashion Marketing & Management London, ON | 2024-2026

- Relevant coursework: Fashion Marketing, Branding, Visual Merchandising

St. Benedict Catholic Secondary School Cambridge, ON | 2023

- SHSM Certification (2021-2023)
- Co-op Placement: Red Bicycle Paper Co.

EXPERIENCE

Live Chic — Retail Associate London, ON | 4 Months

- Delivered personalized styling recommendations to enhance customer experience
- Maintained visual merchandising aligned with brand identity
- Built strong client relationships through product knowledge

Tim Hortons — Team Member Cambridge, ON | Mar 2024 – Feb 2025

- Provided efficient service in a high-volume environment
- Demonstrated teamwork and time management skills

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 & ACTIVITIES

YMCA — Event Planner & Host Lahore, Pakistan | 2017-2019

- 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 | 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

SKILLS

- Creative: Styling, Visual Storytelling, Brand Development, Trend Analysis
- Marketing: Social Media Strategy, Pinterest Marketing, Retail Experience
- Technical: Adobe Illustrator/Photoshop, Canva, Wix, Capcut

ADDITIONAL

Certifications:

- The Inside LVMH (2025)
- Pinterest Certifications Performance Essentials
- Leadership (2023), Public Speaking (2019)
- Languages: English (Fluent), Urdu (Fluent)