

est. 2025

Perfetto

Angeline Maytrie Mulia

oo



Hi!

I'm Angie, a final year Fashion Media and Industries student at LASALLE College of the Arts, Singapore.

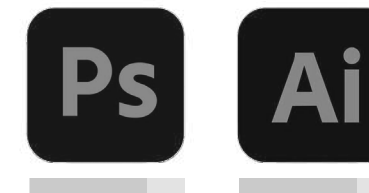
With a passion for storytelling, I craft compelling brand narratives through creative direction, visual merchandising, and editorial design.

experience
& skills

2025 House of 28 | Singapore
Marketing Intern

2024 BEASTCORP | Singapore
Social Media Marketing Intern

2023 Ninette | Indonesia
Creative Marketing Intern



Languages

Bahasa Indonesia (Native)
English (Fluent - IELTS 8.0)
Chinese (Beginner)

Contact

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Phone: (+65) 90593418
Instagram: @angelinamaytrie



01



work

02



freelance

03



personal

Content

work

Through three diverse internships in fashion, retail, and beauty, I developed strong foundations in cross-functional marketing, social media strategy, and campaign execution, with proven impact in content creation, events, and brand positioning.

ninette

Clothing Brand

BEASTCORP

Creative Agency

HOUSE OF 28

Corporate Company

Gaining relevant marketing experience across fashion, beauty, and lifestyle in three different working environments.

HOUSE OF 28

Marketing Intern – April to July 2025

Worked under the Marketing Manager across three sub-brands and executed successful marketing initiatives through working with cross-functional teams in operations, retail, and e-commerce.

NAIIAN

A premium Korean science-based skincare brand specializing in stem cell activation and skin rejuvenation.

USP:

“Clinically-backed skincare that delivers professional, clinic-level results from the comfort of your home.”

Target Market:

“Aging-conscious individuals seeking effective skin solutions that save both time and cost compared to aesthetic clinics and complicated treatments.”

societyA

A multi-label contemporary designer store housing international luxury brands.

USP:

“Curated collection of contemporary Asian designers offering diverse, up-to-date feminine styles.”

Target Market:

“Affluent, style-conscious women looking to invest in quality designer pieces.”

OFF-SEASON

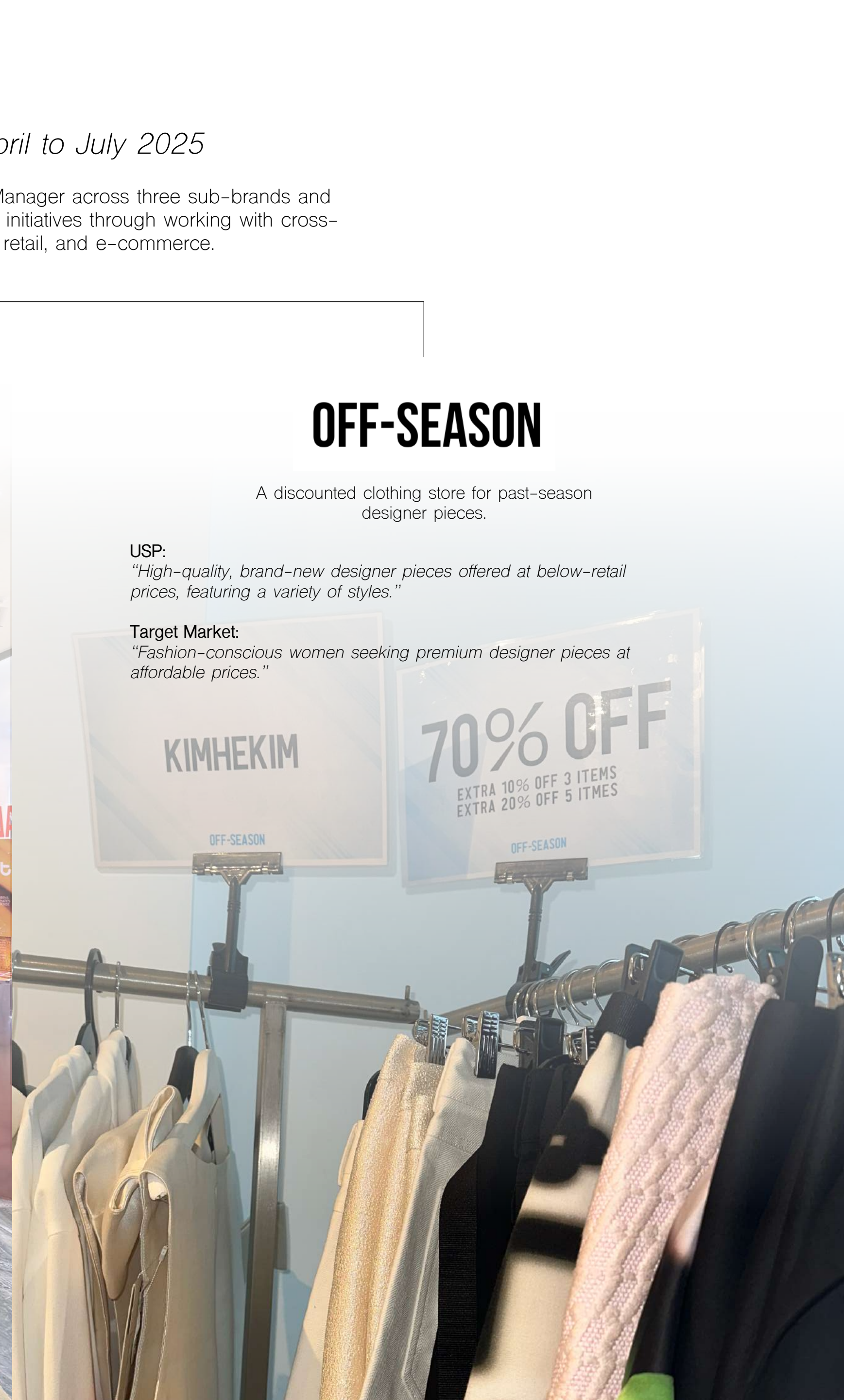
A discounted clothing store for past-season designer pieces.

USP:

“High-quality, brand-new designer pieces offered at below-retail prices, featuring a variety of styles.”

Target Market:

“Fashion-conscious women seeking premium designer pieces at affordable prices.”



30+ Video Content

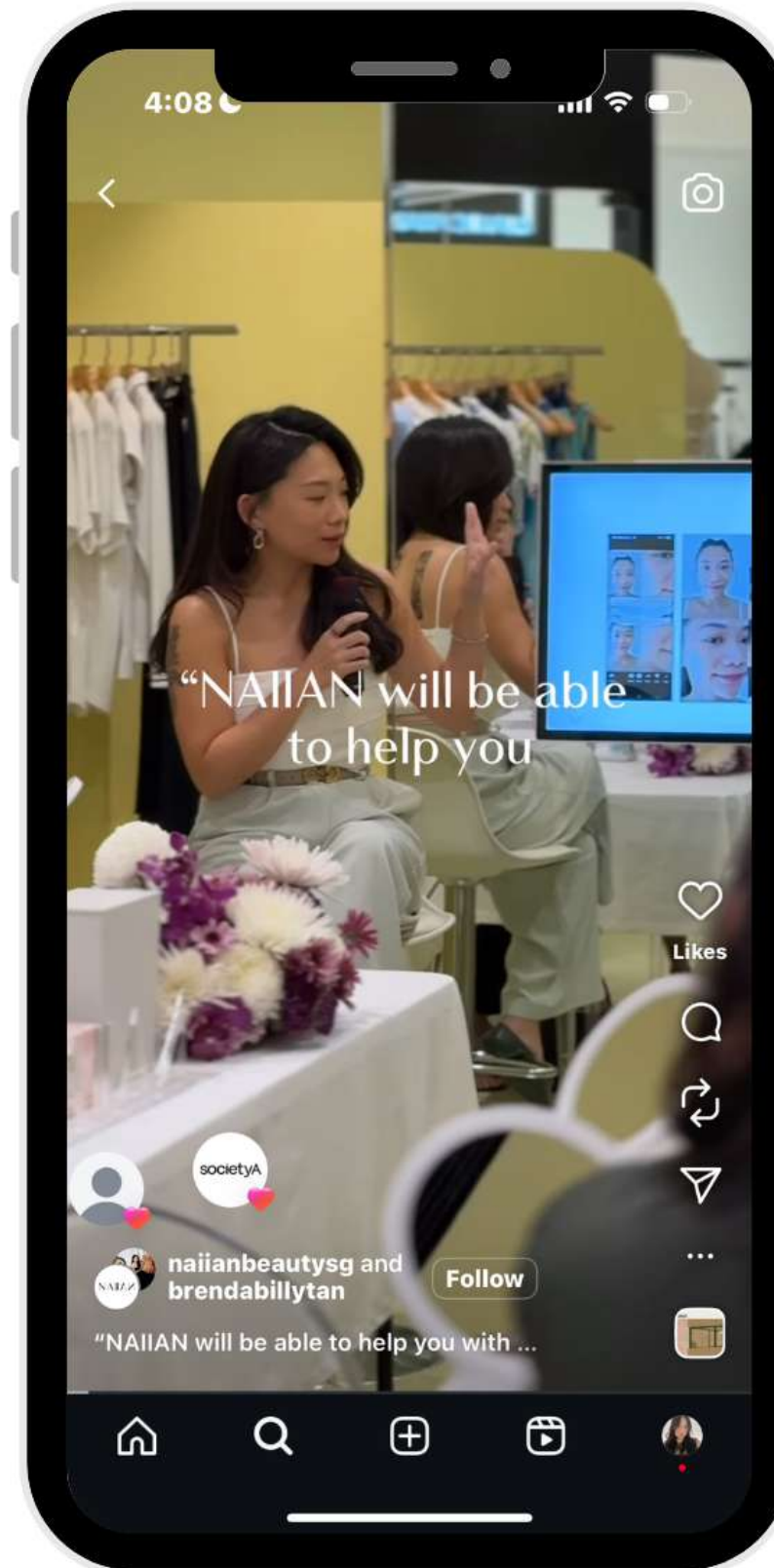
End to End Production

Multi-Angle Filming

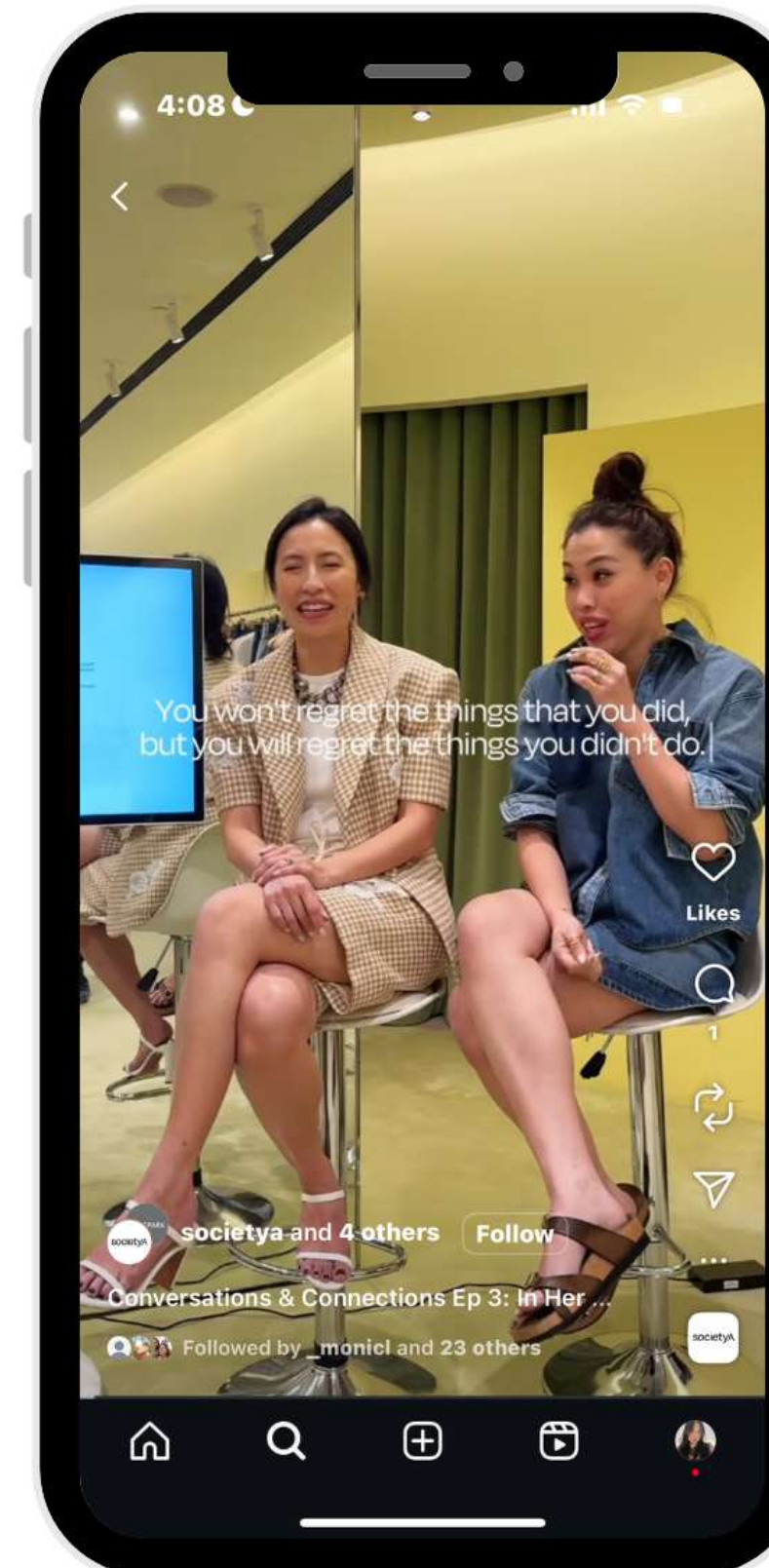
Premium Positioning

Executed high-quality social media content and event coverage across three brands, aligning with calendars and brand USPs. Produced designer interviews, trend-focused content, and event highlights — achieving 12K+ views on a founder feature and driving stronger engagement overall.

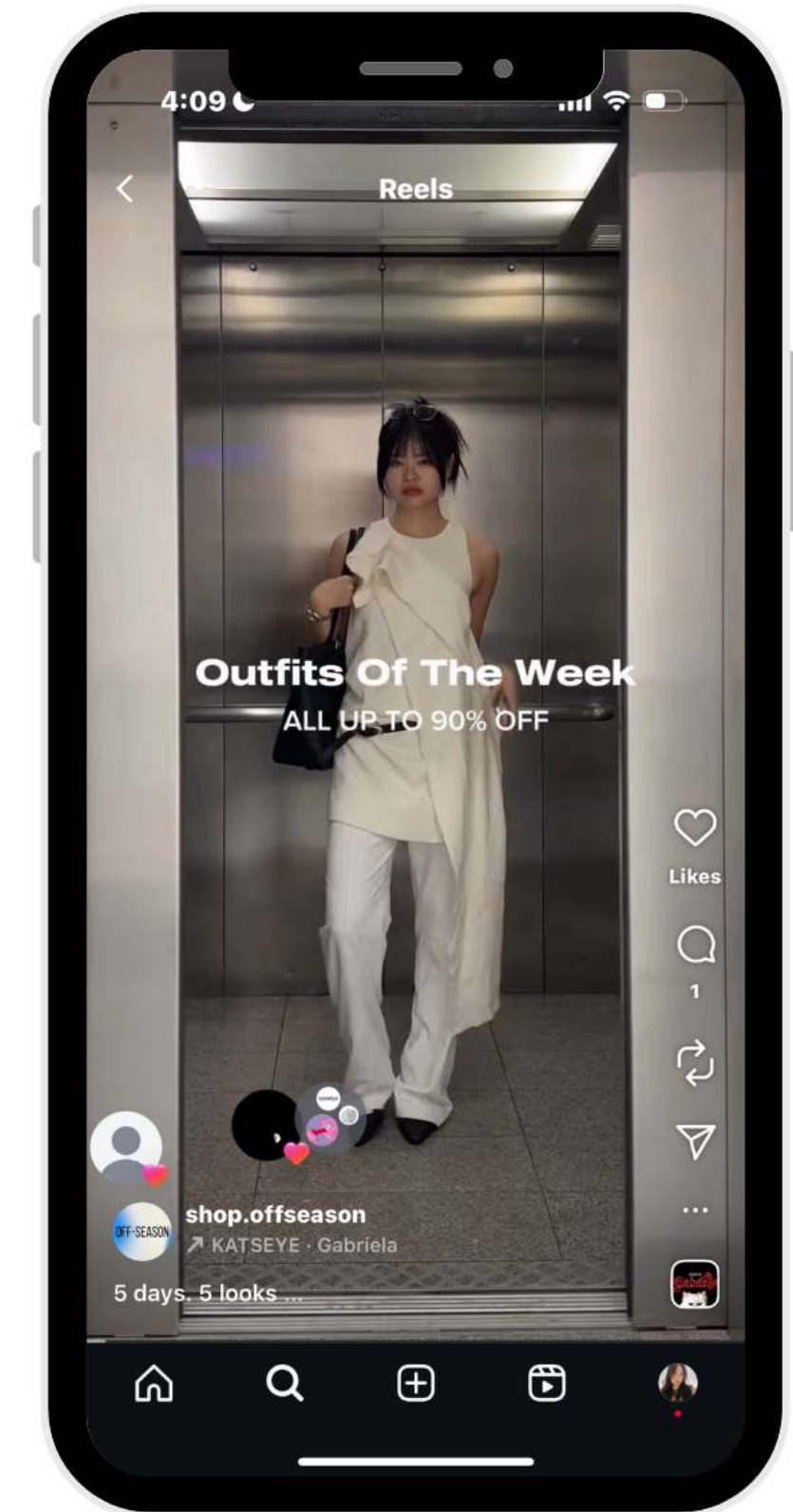
NAIIAN



societyA



OFF-SEASON





Supported
10+ Brand Events

*Managed
 guest experience*

STATE PROPERTY
 FINE JEWELLERY



UNDA

NODSPARK

*Liaised with
 vendors*

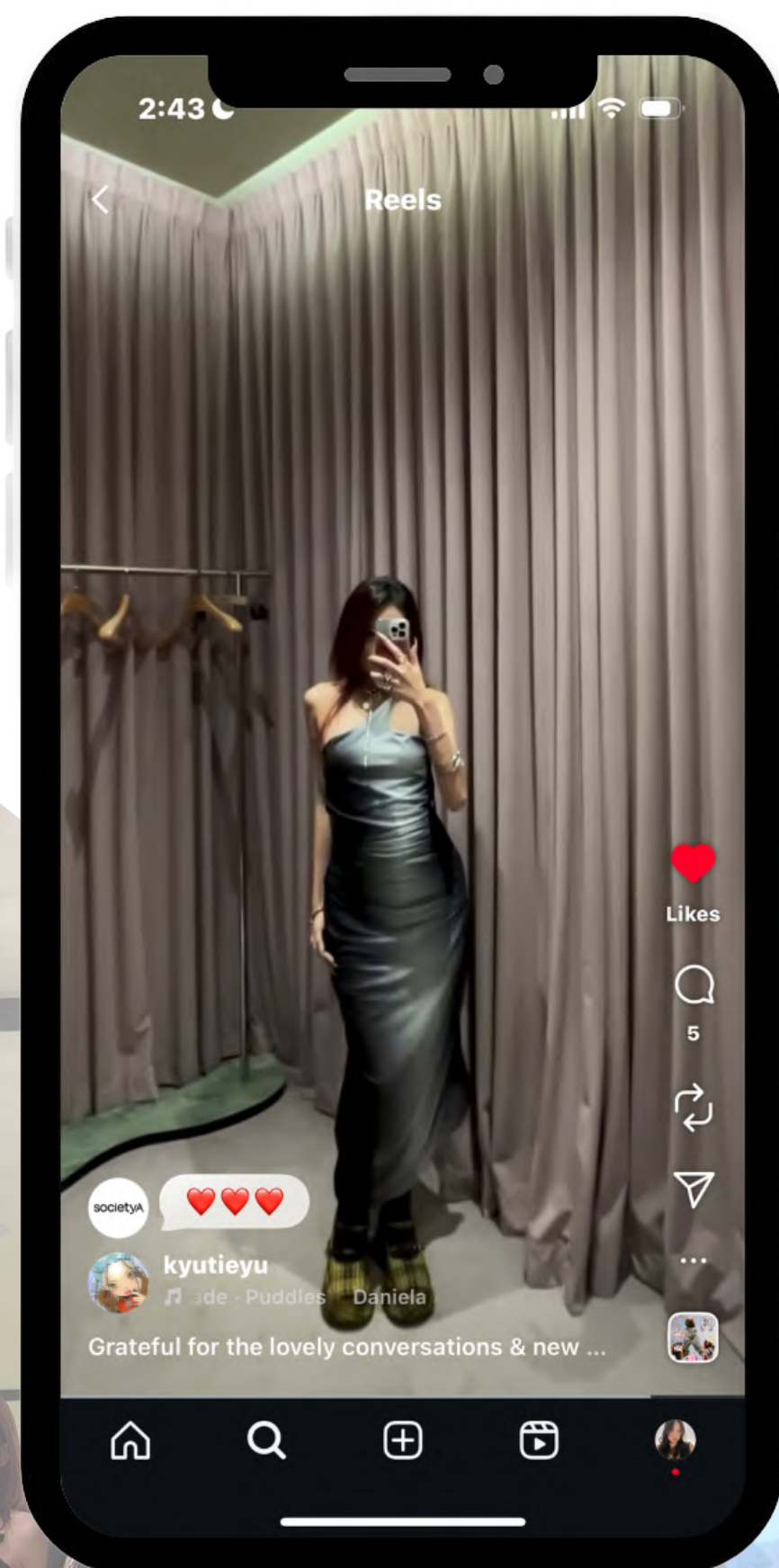
THE
 GREAT ROOM
 BY INDUSTRIOUS

Annabella
 Pâtisserie
 Macarons | Calosses | Pastries
 マカロン ケーキ パストリー

LUXE
 le traiteur

& more..

Generated UGC



Boosted turnout at previously low-attendance events by inviting targeted audiences, resulting in strong UGC that amplified brand visibility in a new audience group.



Scan this QR code to give your feedback for today's event.



societyA

Managed Customer Relationships (CRM)

Strengthened CRM by nurturing attendee relationships post-event via WATI and feedback forms, sharing documented photos and videos to drive loyalty, repeat attendance, and potential sales conversions.



TikTok Live Sale

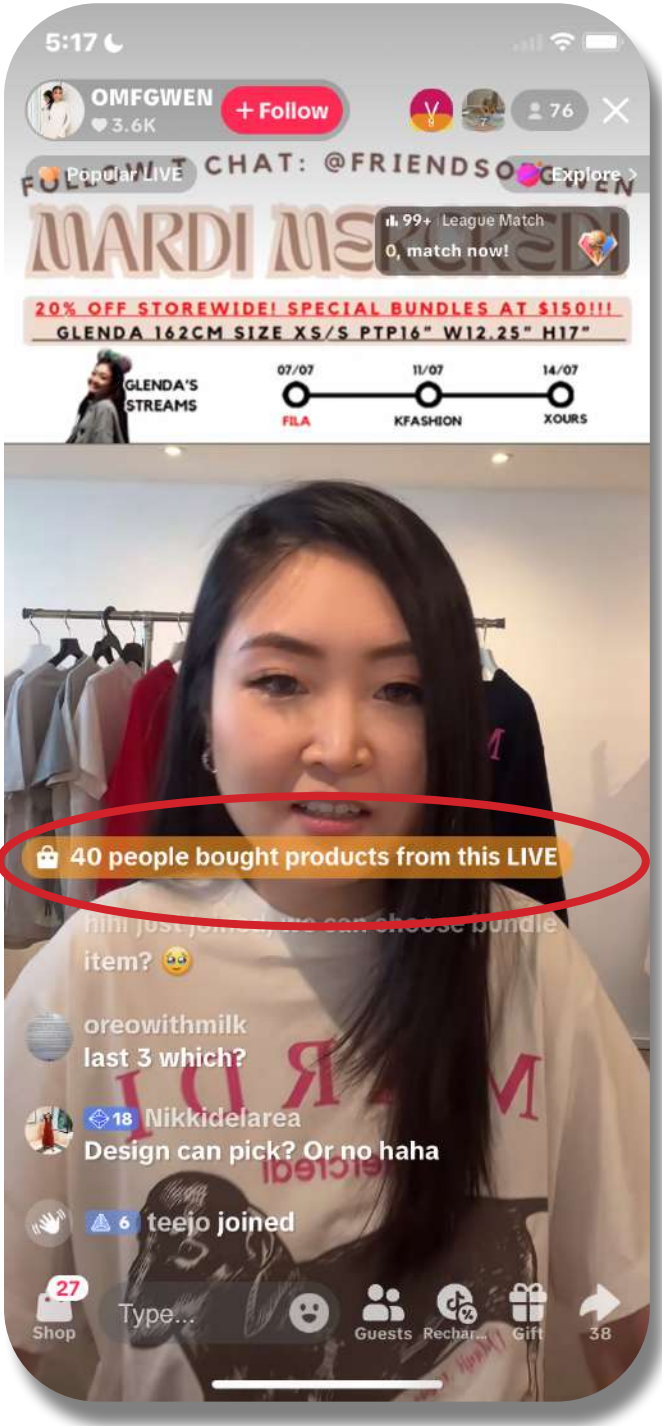
\$10k+
in 2 days

KOL Management

Content Oversight

Inventory Coordination

Supported the brand's transition into TikTok live selling by managing KOL collaborations, monitoring live sessions, and overseeing inventory logistics. The initiative generated \$10,000+ in sales within two days, surpassing total walk-in sales from the previous two months and establishing TikTok as a scalable revenue channel for the brand.



Repeat Orders

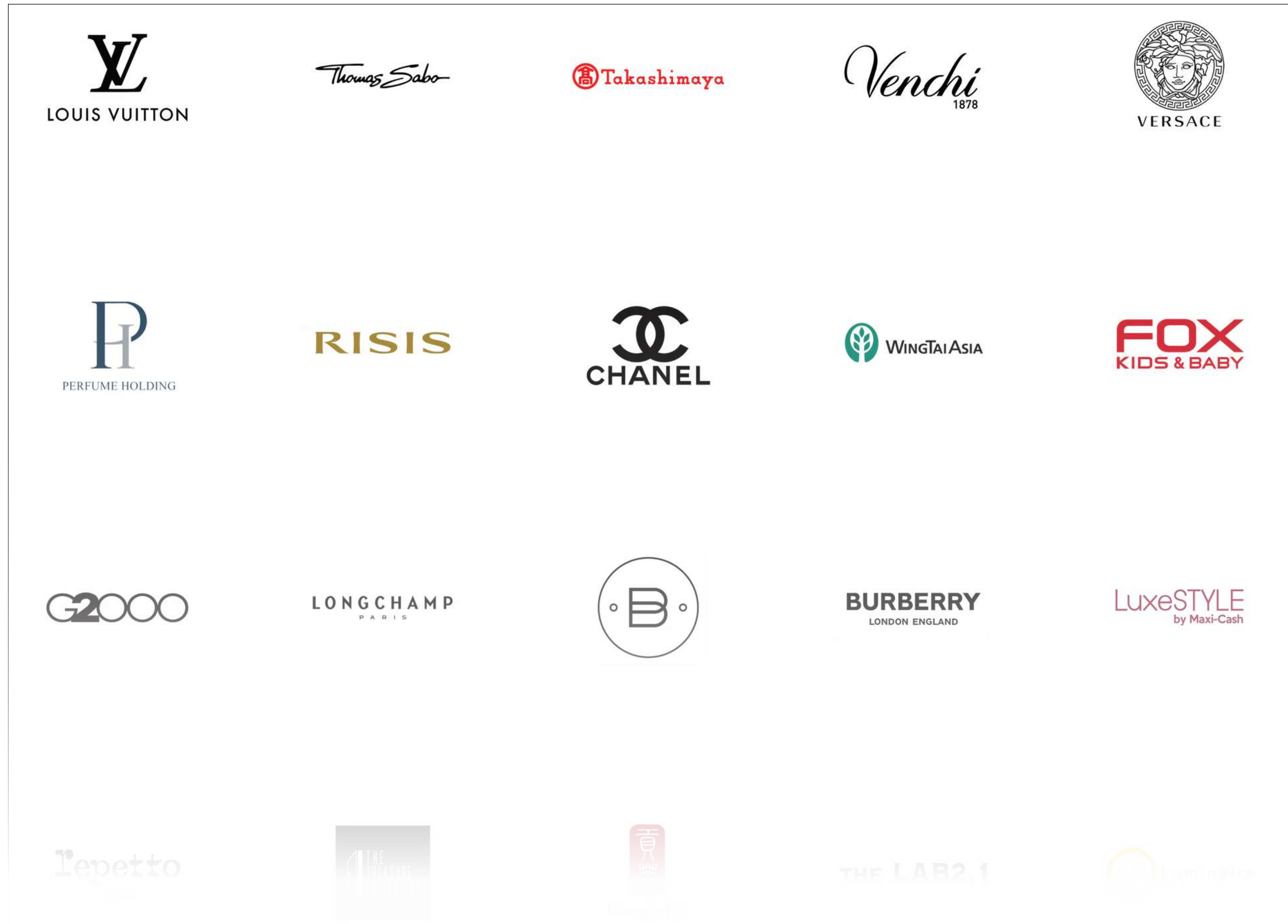
Designed promotional flyers included in customer orders, featuring discounts and QR codes linking to the brand's Instagram and TikTok, driving repeat purchases and social media engagement.

BEASTCORP

Social Media Marketing Intern – December to January 2024

Referred by my lecturer, I underwent a short yet packed end of year internship where I got to explore working for established brands under the creative agency – owning a greater responsibility and discipline for my work.

Clients



Visual Merchandising

Content Planning

Video Production
& Editing



Supported Porsche Showroom

Prop Curation

Visual Merchandising

Worked with the Lead Visual Merchandiser to organize the space for Porsche's Showroom at Guoco Midtown through curating appropriate luxury books and other props to be placed around meeting areas, workshop, as well as the cafe on the first floor.

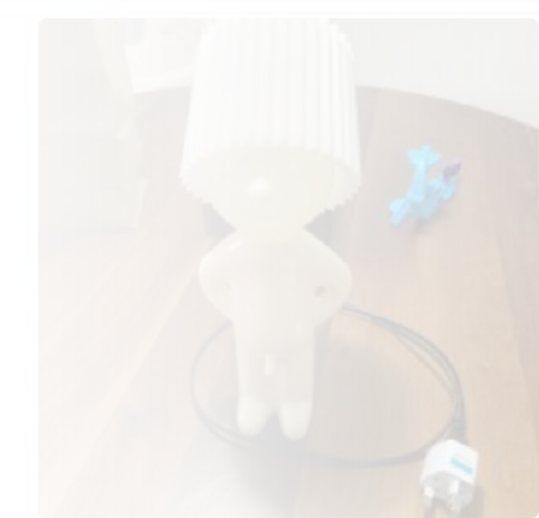
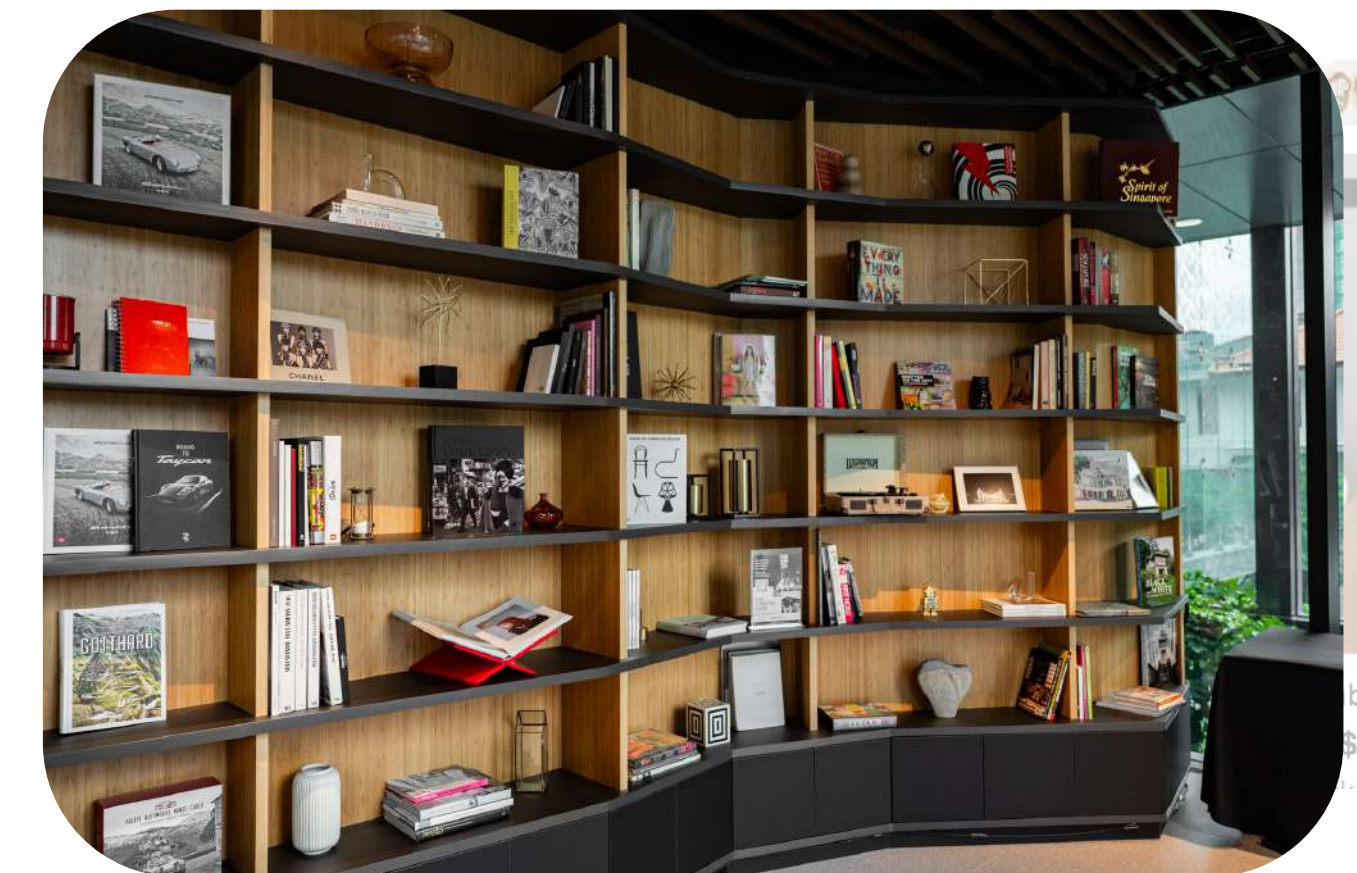


Table lamp
S\$8
Like new

14



Table Lamp Ins style
S\$50
Well used

60

metaphoricnas
4 days ago



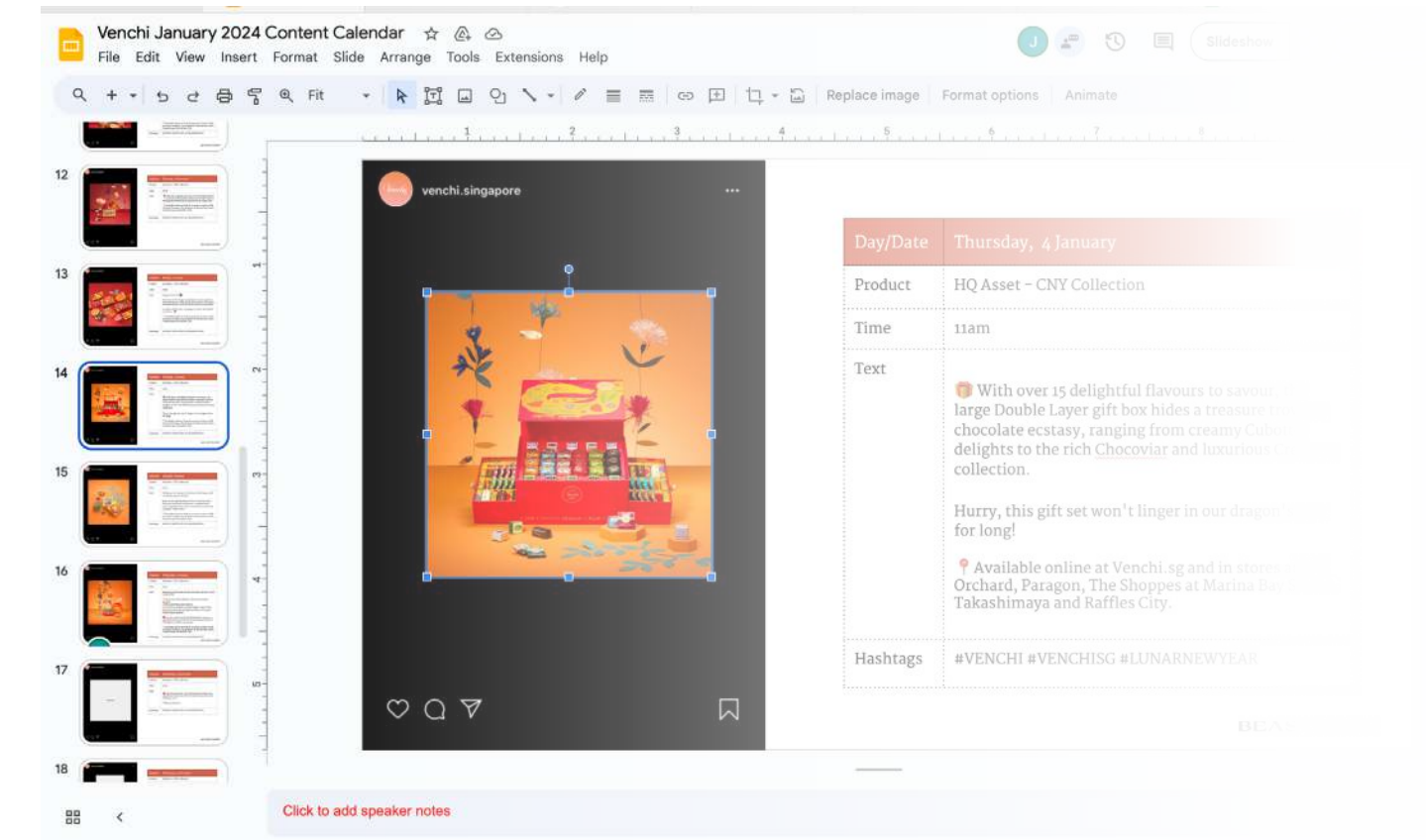
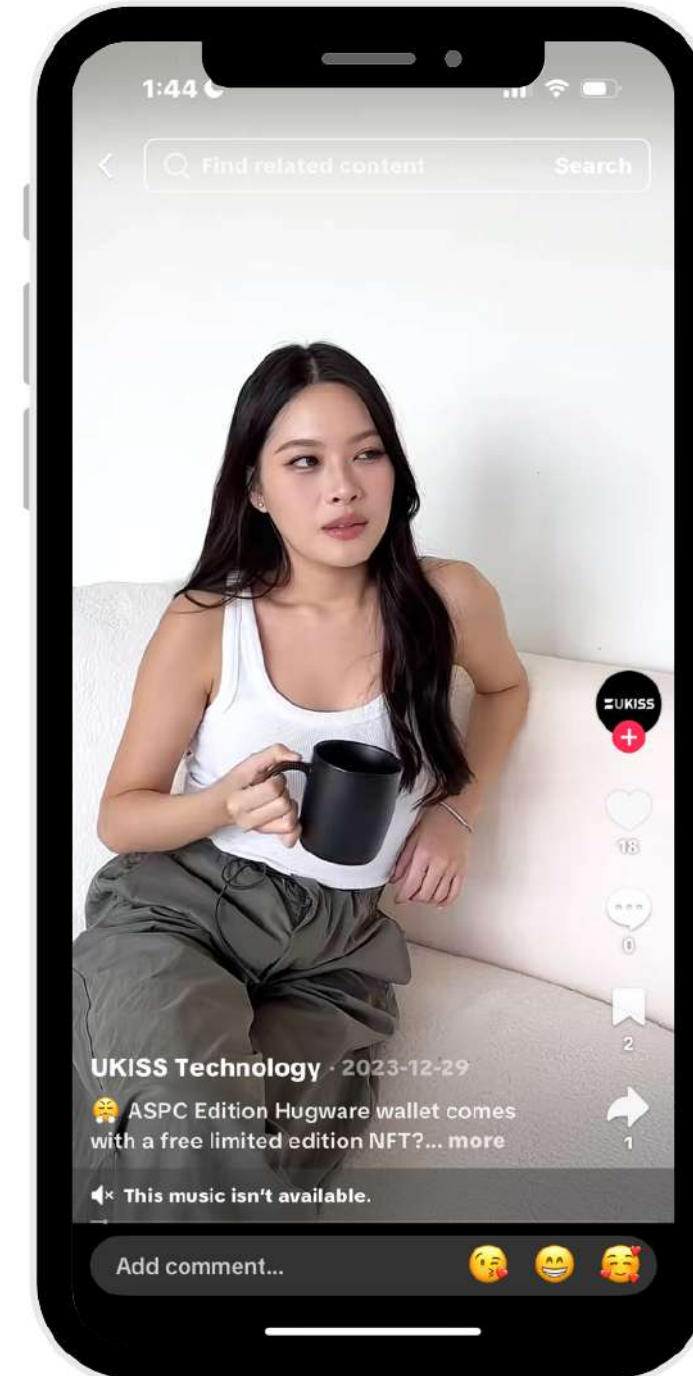
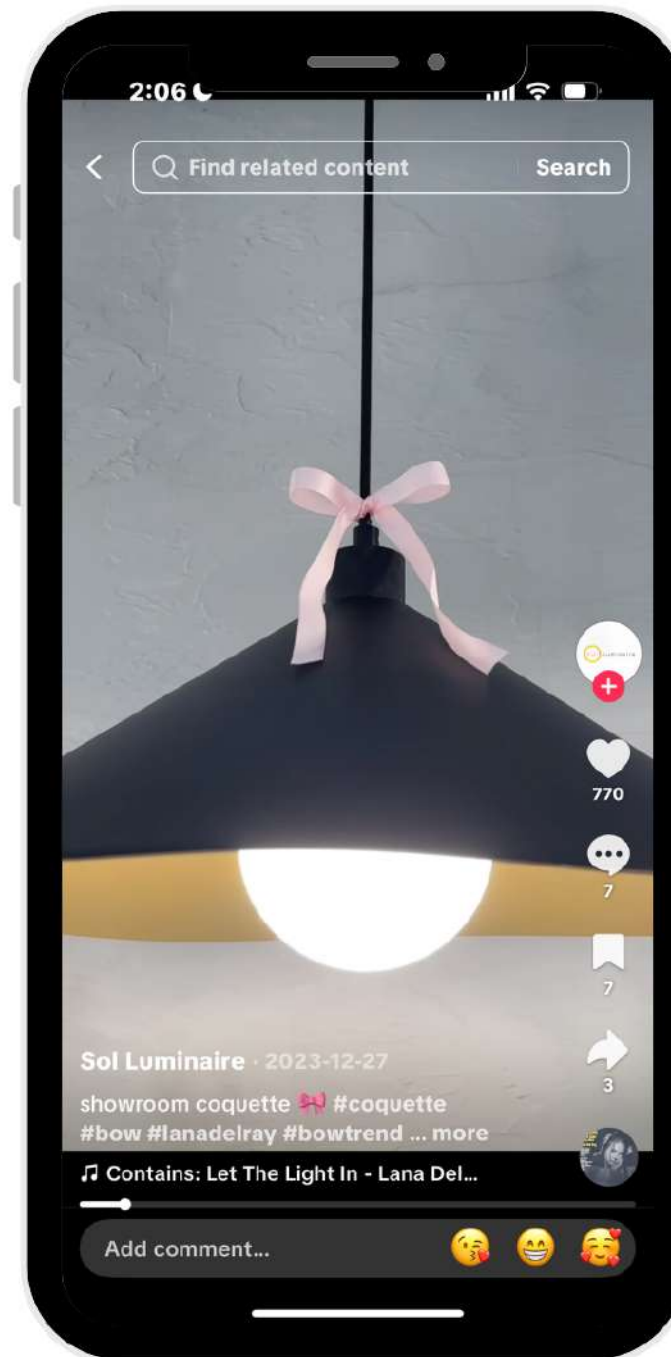
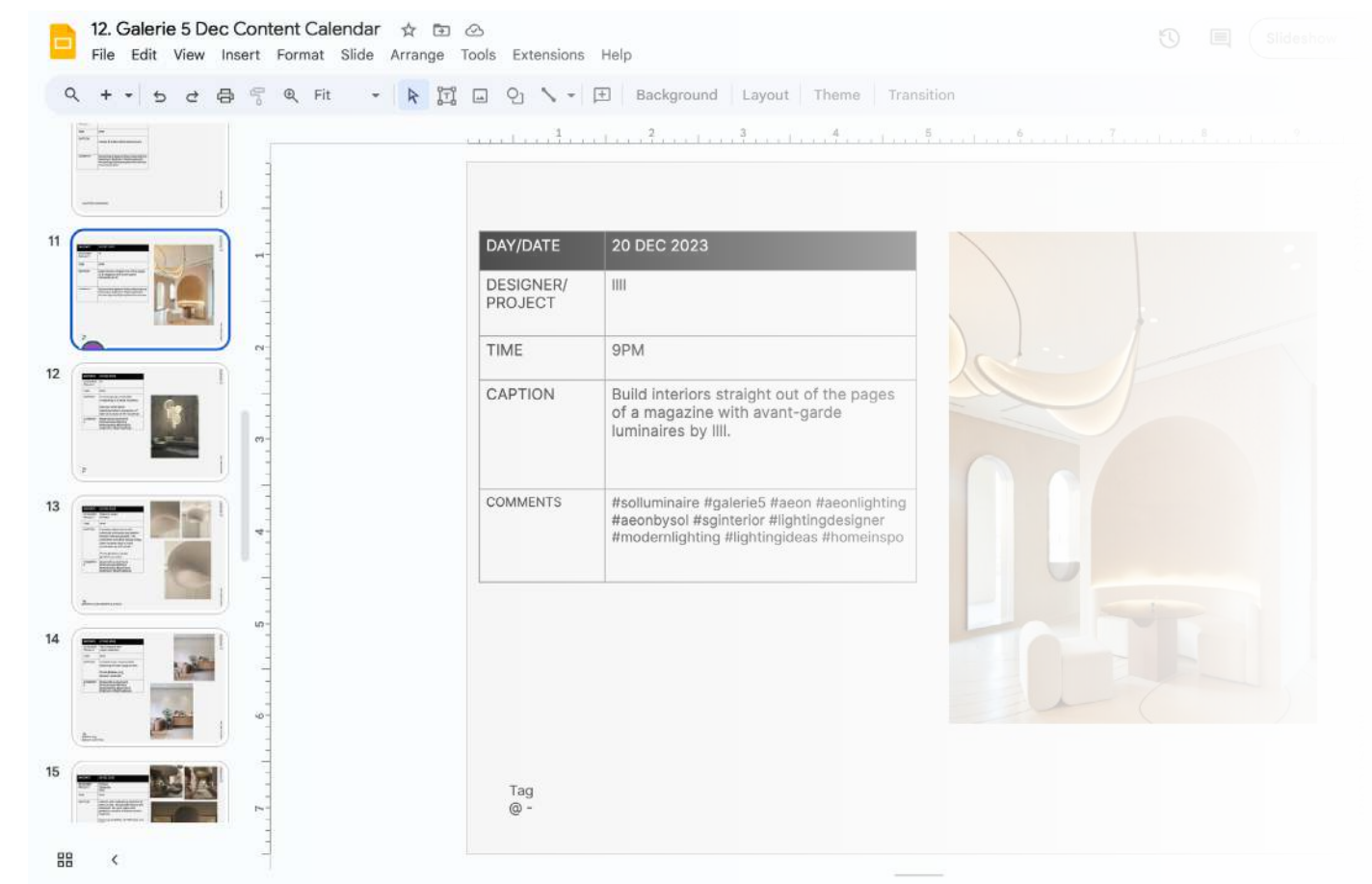
Table Lamp
\$15

Under a tight deadline, I curated the props myself and collected well over 100 books for the displays, utilizing platforms like Carousell to find the best pricing and enhance cost efficiency.

Managed & Executed Content Calendars

On top of assisting events, I also managed and executed content calendars for a variety of brands. Tasks include making captions, filming, editing, as well as scheduling posts for each brand.

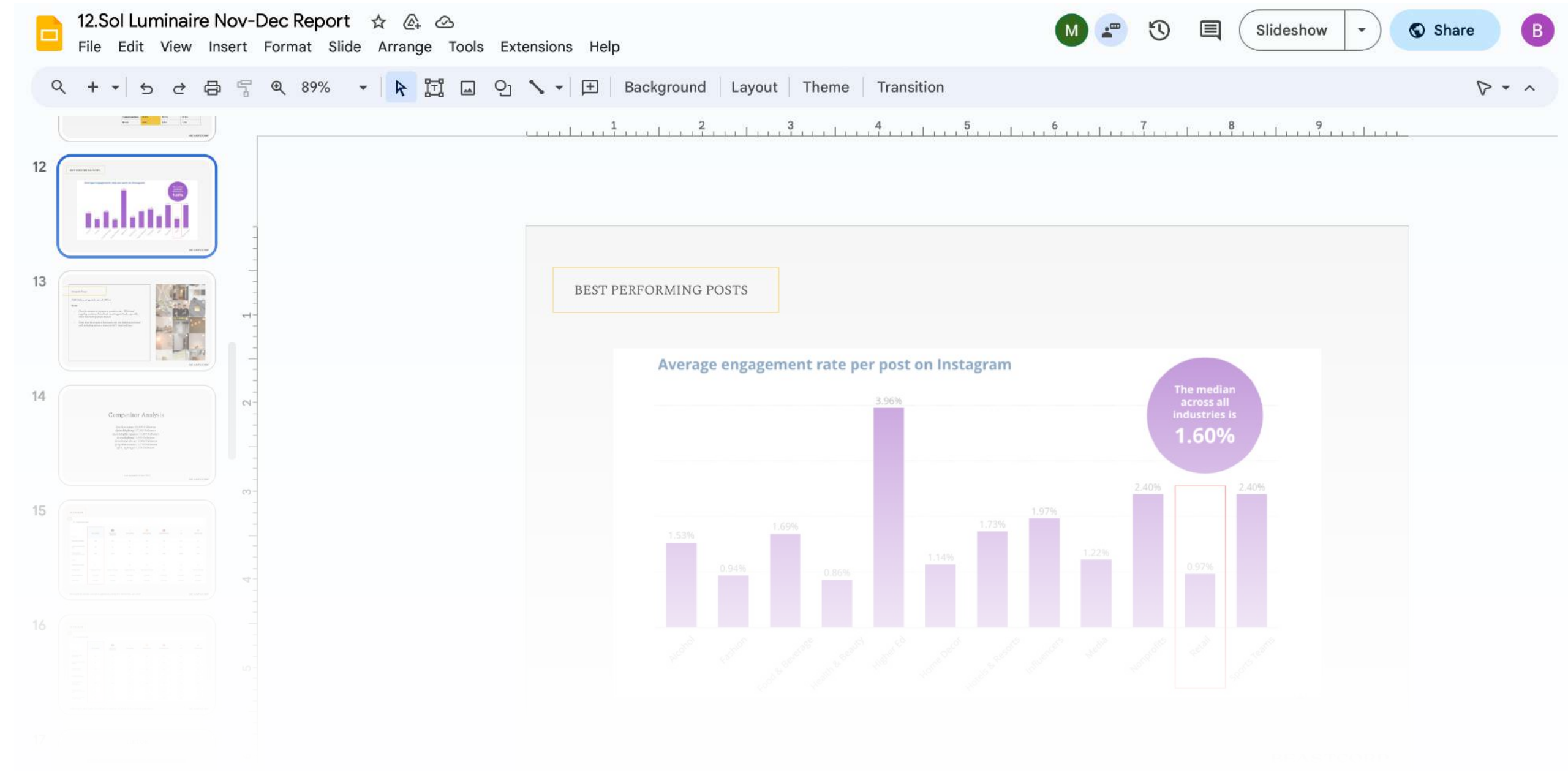
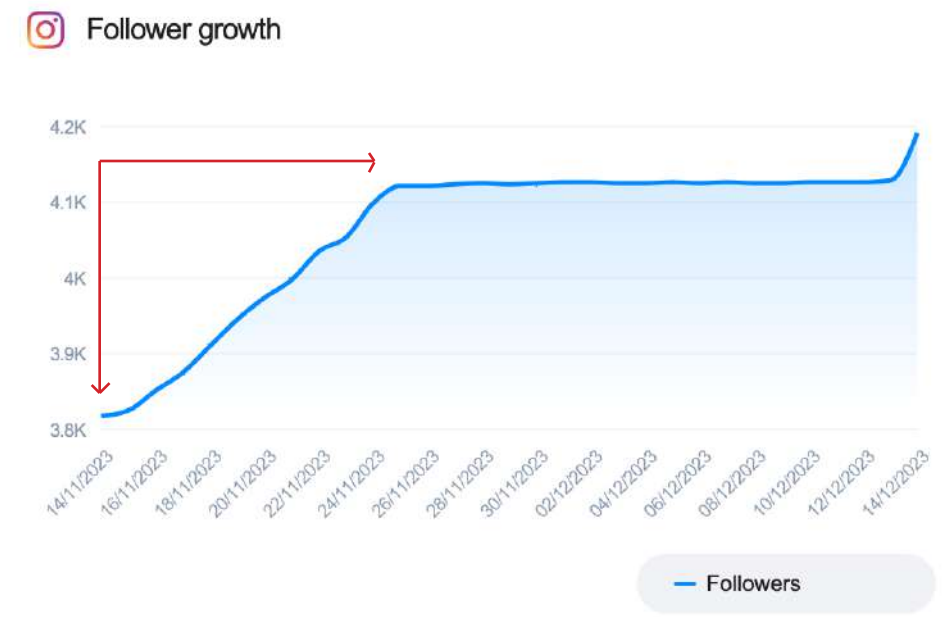
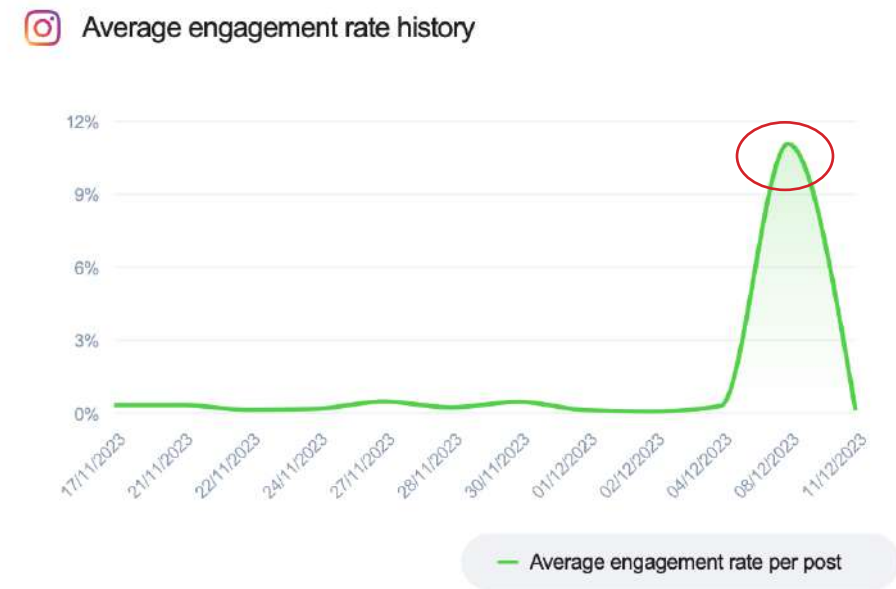
Galerie 5



Across
5+
Brands

As the brands I was working on spanned beyond fashion, it was insightful to learn about the behaviour of every market according to each brand.

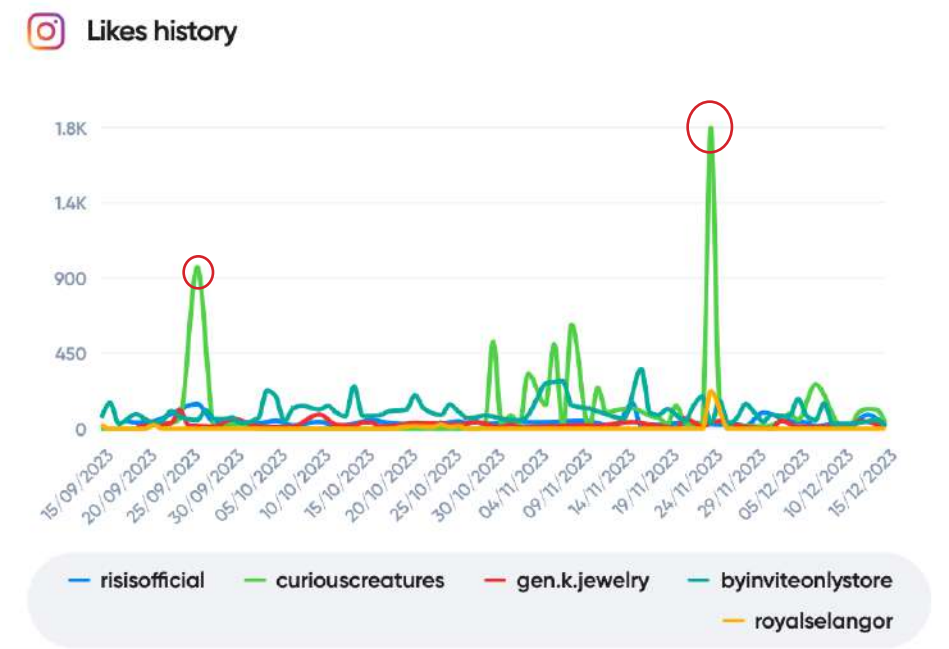
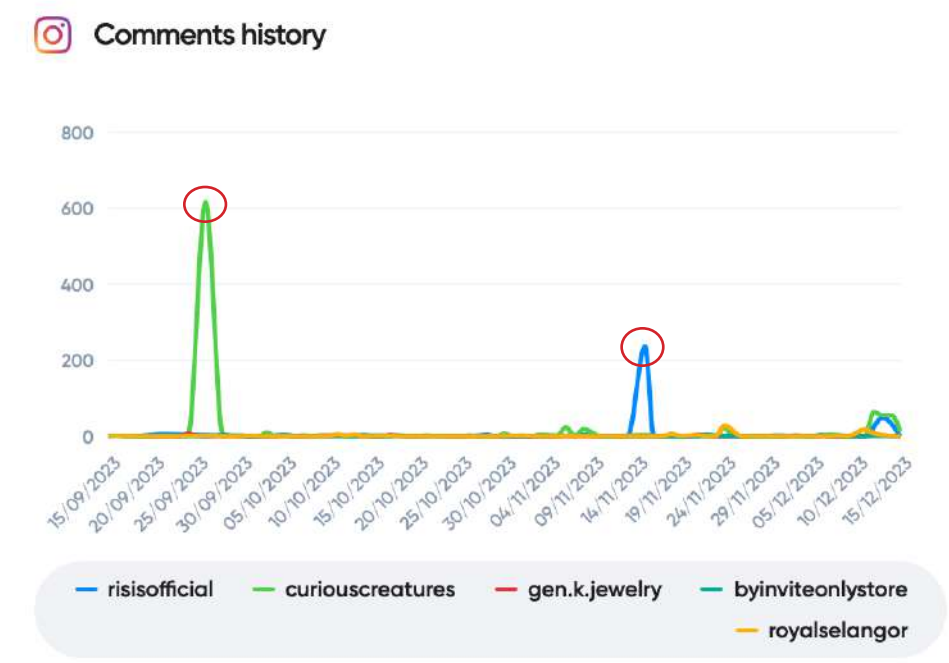
Analysed Engagement



Through utilising Iconosquare and Meta Business Suite, I also analysed engagement and made performance reports for some of the brands. By pointing out trends as well as key performance metrics, I was able to conclude which type of content worked the best for that month.



Produced Performance Reports

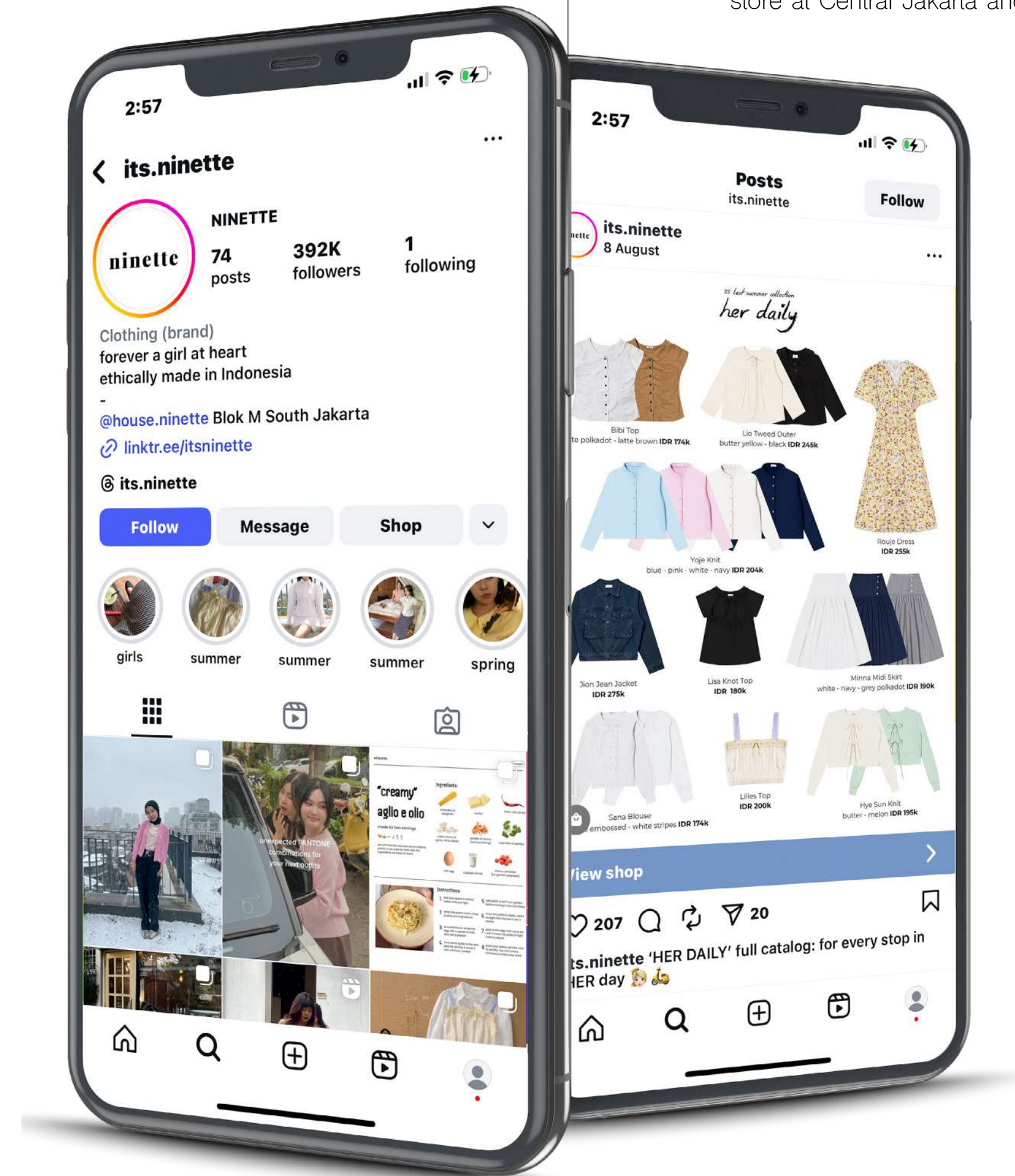




ninette

Creative Marketing Intern - May to July 2023

For two months before I started university, I worked at Ninette - a clothing brand popular among youths. At the time, they did not have a physical store so I was in charge of assisting pop up events as well as daily content making for their social media. Since then, they have expanded to a physical store at Central Jakarta and launched a sister brand as well.



Bunnyninette *Event*

200+
visitors
in 2 days

As the brand didn't have a physical space, they frequently did pop-ups and during my time there I managed to assist the planning for Bunnyninette. It was the first pop-up event held in a new area, so I also promoted it amongst people I knew who lived in the area. Altogether, it was a successful event with some of our SKUs sold out and over 200 visitors.





20+ Social Media Content

Outside of assisting photoshoots and documenting previews for launches, I also regularly managed Ninette's social media and posted daily up-selling Instagram Stories and TikTok videos. I explored a variety of design mediums while underlining the brand's identity as young, trendy, and Korean-inspired through analysing possible social media trends based off of the owner's key inspirations.

Content Production

Event Assisting



02

freelance

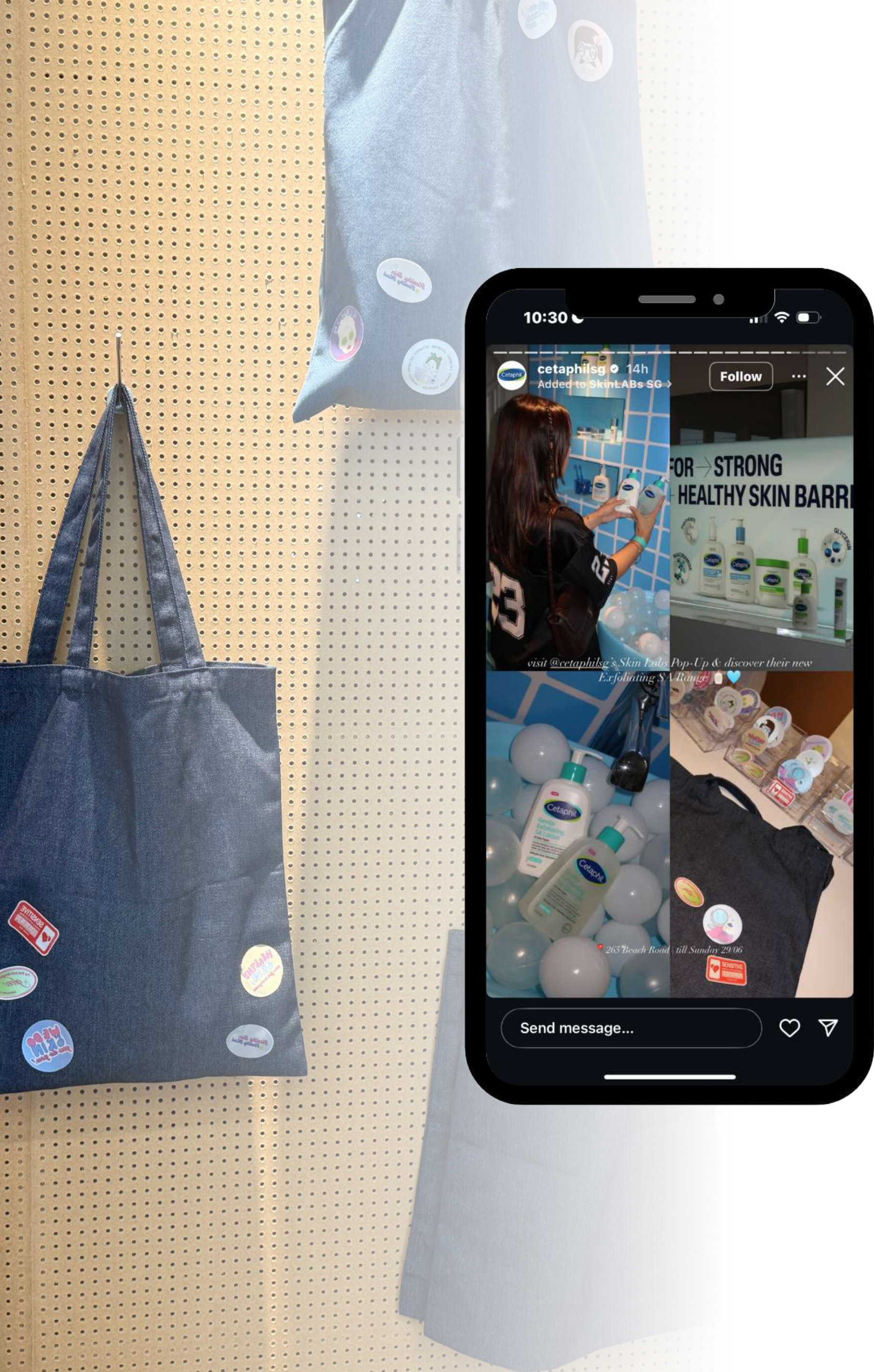


This section explores my commissioned design work with brands, set within a brief and executed successfully.



Graphic Designer – June 2025

One of the selected students to design for Cetaphil's SkinLABS Pop-Up event – an immersive installation spanning two floors of interactive booths and activities including a tote bag decorating station. Under less than a week, I completed a set of 10 sticker designs to be utilised for the event activation.



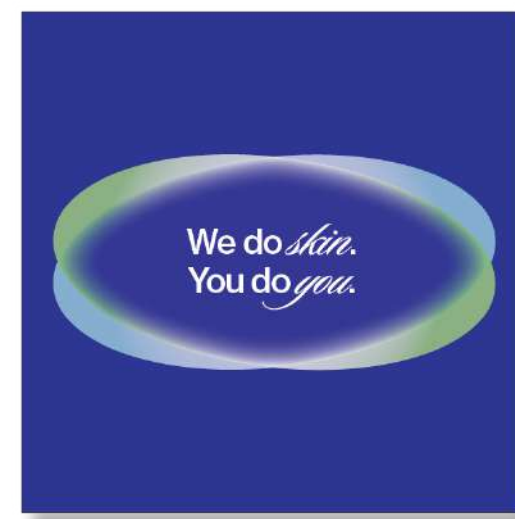
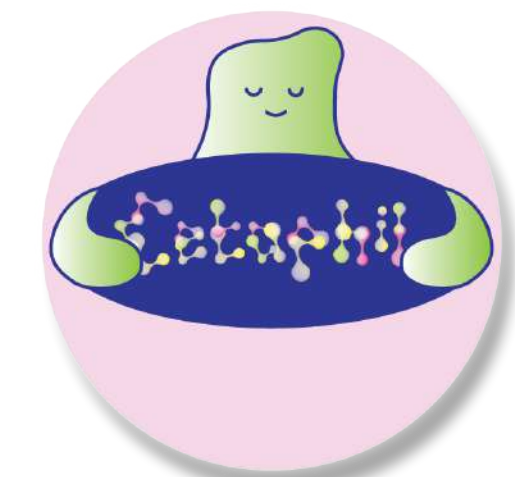
"Most popular stickers during pop-up event!"

- Event Staff ★



10 Sticker Designs

The brief was to create 4 sticker designs to highlight their products and the other six to be a mix of Cetaphil's quotes and just general lifestyle stickers. I wanted my designs to be more youth-friendly, so I created cute characters to decorate them as well as using trendy fonts in some.



03

personal

This section explores my selected collaborative design work done at LASALLE College of the Arts, ranging from Editorial Design work to Integrated Marketing Campaigns.

03



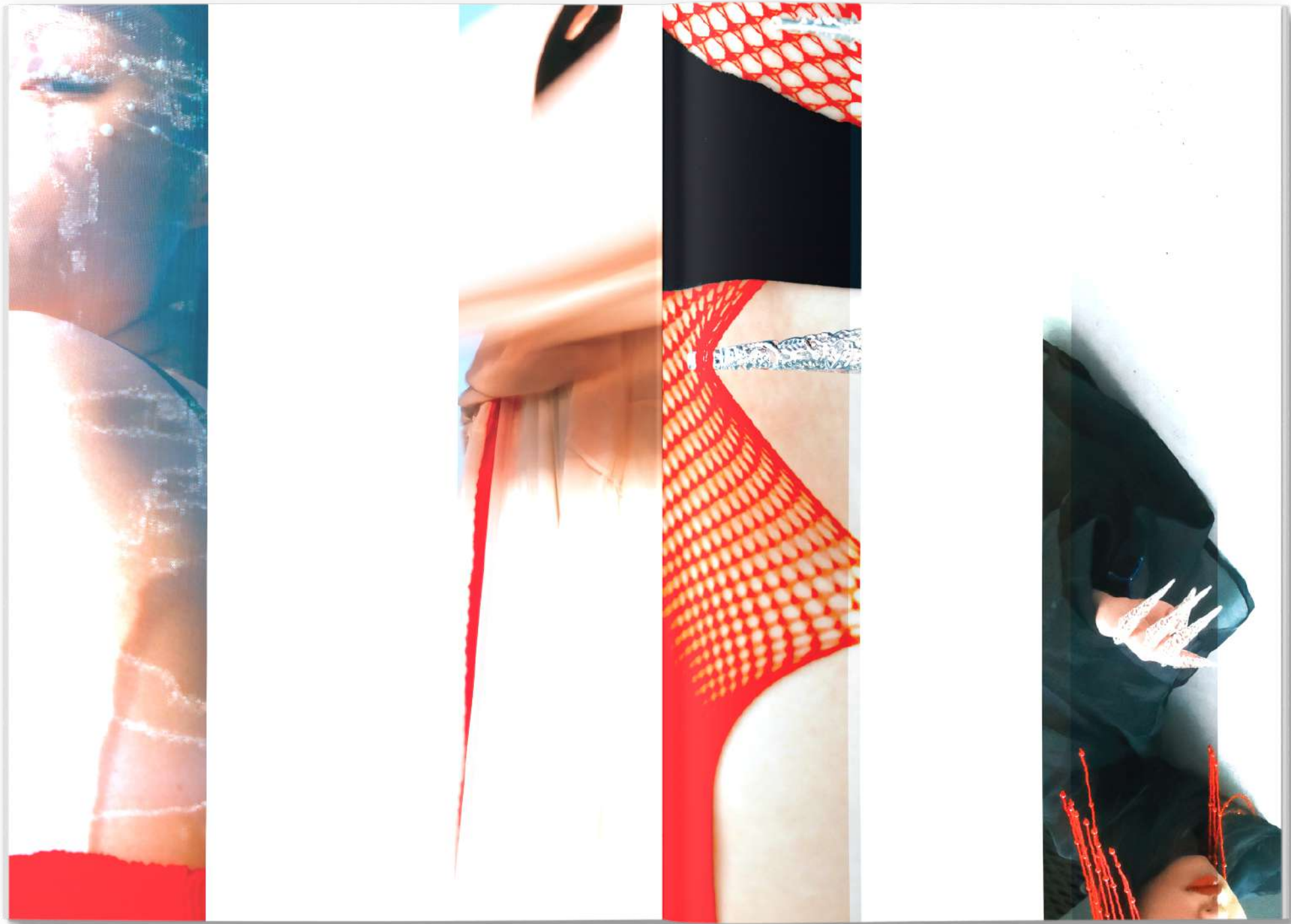
Epiphany

Role:

Creative Director

Inspired by 032c's bold and fashion-forward identity as a magazine, Epiphany is a fictional fashion editorial issue that reinterprets a Chinese folktale through a contemporary lens. Centered on Xi Shi—a woman renowned for her nature-defying beauty—the editorial visualizes her reclaiming power and confidence in a modern context.





headpiece STYLIST'S OWN
black outer YOUN FANAMCICD
silver skirt COOPERNI
leg warmers STYLIST'S OWN
boots GIVENCHY

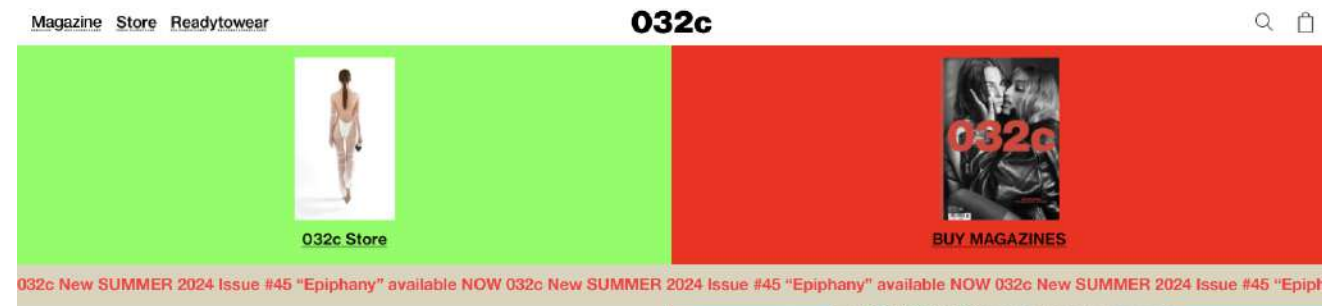


EPIPHANY

XI SHI Bites Back.

model TEY XUAN AUBREY
photography NADIAH ASYIQIN
fashion GOI JIN HONG & WANG YUWEN
makeup ELYANA AZMI
hair SARAH SALLEH
art direction ANGELINE MULIA

03



032c Issue #45 "EPIPHANY" Summer 2024



In a re-lived tale of Chinese folklore, evolution takes the center stage. Model Tey Xuan Aubrey breaks free in a moment of realisation as flows of sheer white transforms into bold flashes of skin and fiery crimson – defying limits in tradition and tethering along the edge of control and power.

From Pain to Power: A JULIA FOX Memoir

In her memoir, 'Down the Drain', Julia Fox challenges the conventional survivor narrative, shedding light on her journey through pain and recovery. With refreshing honesty, she offers a novel take on resilience, inviting readers to explore a different avenue for survivor stories that is both compelling and inspiring.

By SARAH SALLEH



"OSTELLO" PUFFER SLEEVE
£349.00

Buy now

METAMORPHIC Glances: Cycles of the Ao Dai



In his newest photo book, Chiron Duong subjects the Ao Dai under his lens and pays homage to its multifaceted history with women and Vietnam. He peels back all the layers of his latest creation, revealing its very root of inspiration – hope.

By ANGELINE MULIA



Credits
 Model: TEY XUAN AUBREY
 Photography: NADIAH ASYGIN
 Fashion: GOI JIN HONG & WANG YUWEN
 Makeup: ELYANA AZMI
 Hair: SARAH SALLEH
 Art Direction: ANGELINE MULIA

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ANDRO WEKUA
10 years ago

Superstudio & Archizoom 1968-1972
20 years ago

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3 years ago

Never Walk Alone
14 years ago

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SUPREME NEW YORK
7 years ago

HANS HOLLEIN: The Showroom Master
10 years ago

CARLYNE CERF DE DUDZEELE
10 years ago

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"Pessimism of the spirit; optimism of the will."
-Karl Kraus (1874-1936)

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Magazine Store Readytoewear

032c

032c Issue #45 "EPIPHANY" Summer 2024

November 20, 2023

In a re-lived tale of Chinese folklore, evolution takes the center stage. Xi Shi breaks free in a moment of realisation as delicate flows of sheer white transforms into bold flashes of skin and fiery crimson – defying limits in tradition and tethering along the edge of control. This is a story of reclaiming back power over oneself and an exploration with perceptions of beauty in the modern era.

View the full magazine [HERE](#)

Epiphany:

Content Hub

In addition to conceptualizing and designing the issue, I created an online content hub to integrate it seamlessly into 032c's existing website.

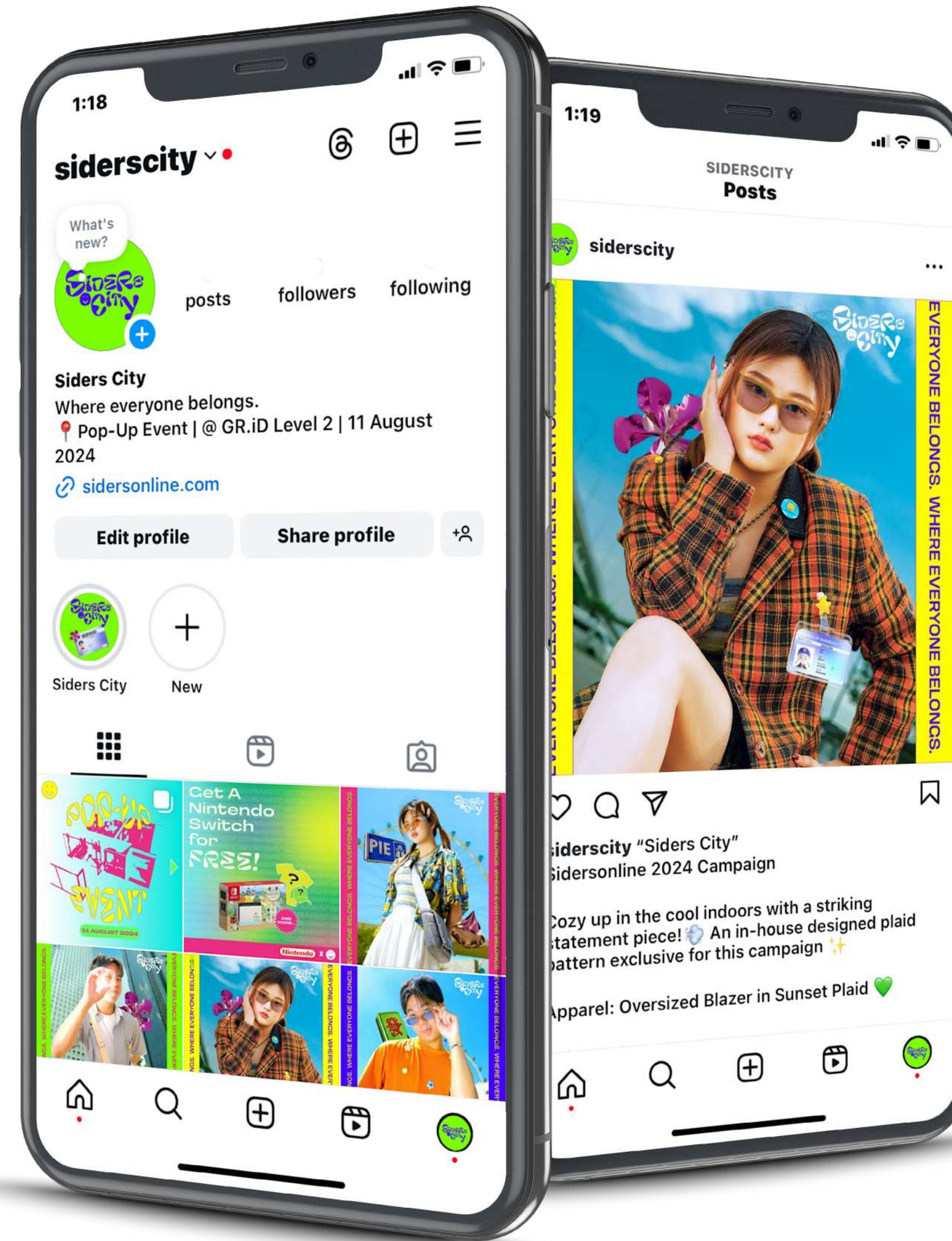
03

Siders City

Role:

Creative Director

Siders City is an Integrated Marketing Campaign concept designed for Sidersonline, a Singaporean apparel and design brand. The project transforms local pride into a strategic branding initiative, featuring a collaboration and an immersive pop-up experience.



03



1,022 posts 25.1K followers 1,151 following

Sidersonline

Design & fashion

Our products are designed to make you feel good!

#WearHappy!

Weekly new arrivals 🥰

We ship worldwide 🌍... more

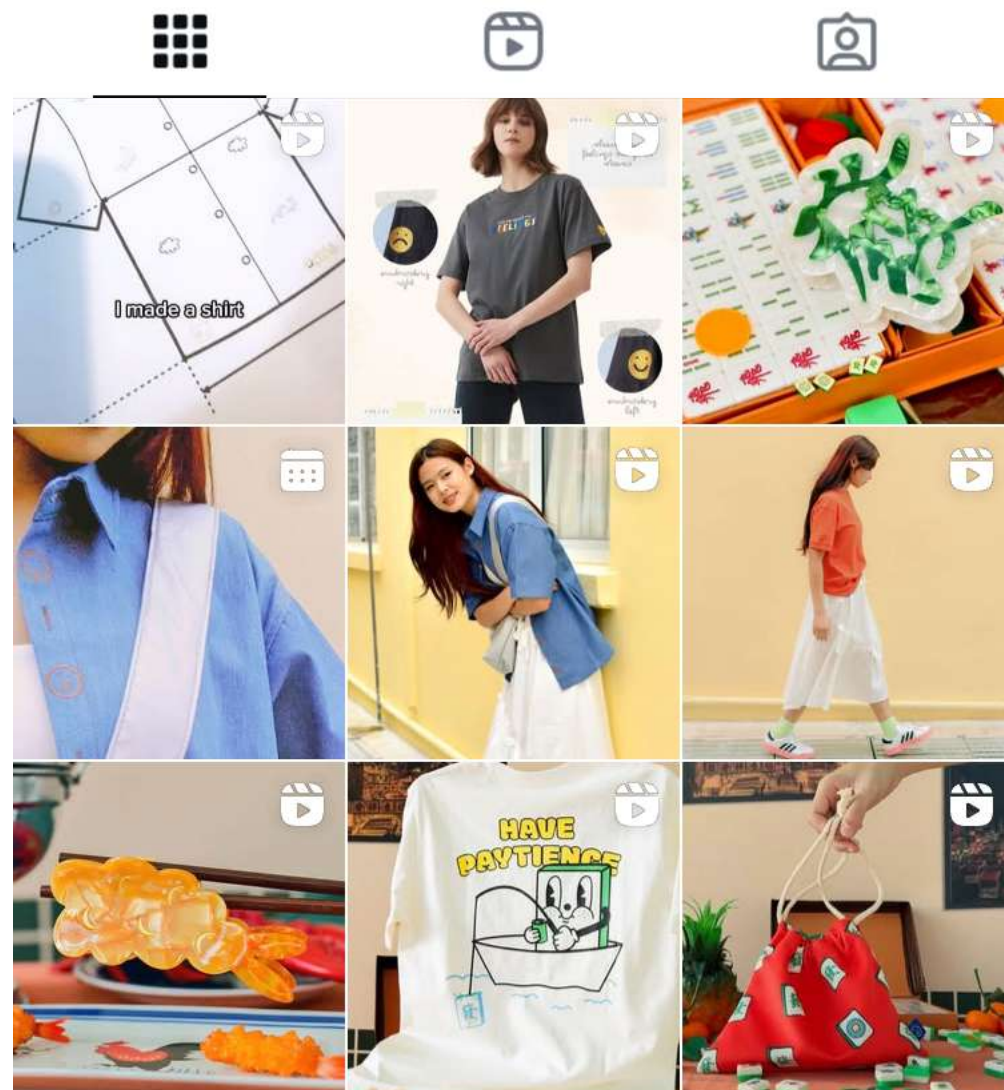
sidersonline.com

@sidersonline

Follow

Message

Email



9 posts 3 followers 0 following

Siders City

Where everyone belongs.

📍 Pop-Up Event | @ GR.iD Level 2 | 11 August 2024

sidersonline.com

Edit profile

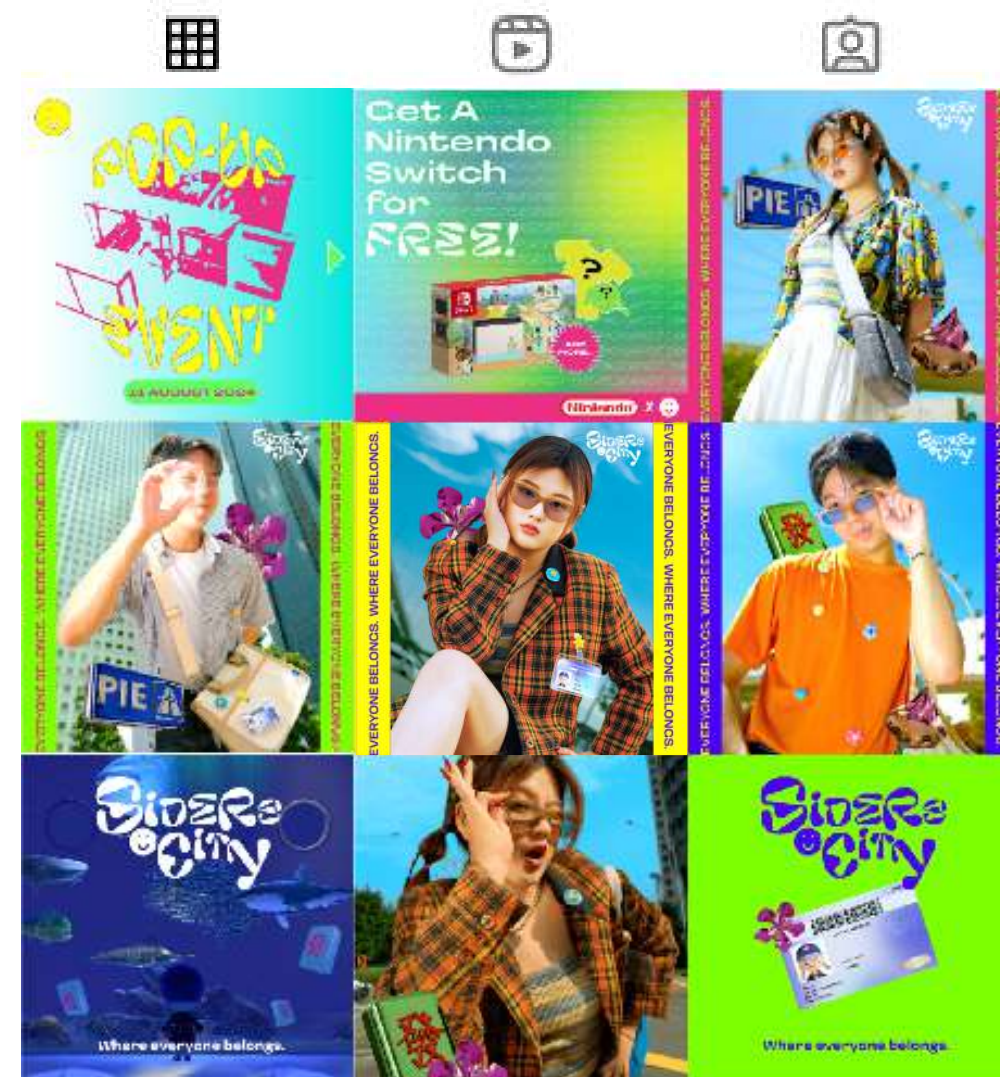
Share profile



Siders City



New



SIDERS CITY

Siders City:

Key Objectives

Through in-depth research including a survey of 100 participants regarding public perception towards Sidersonline, our team came to know that in order to increase their brand awareness, we had to portray their value for local pride in an inclusive, eye-catching, and consistent approach.



Siders City:

Local Symbols

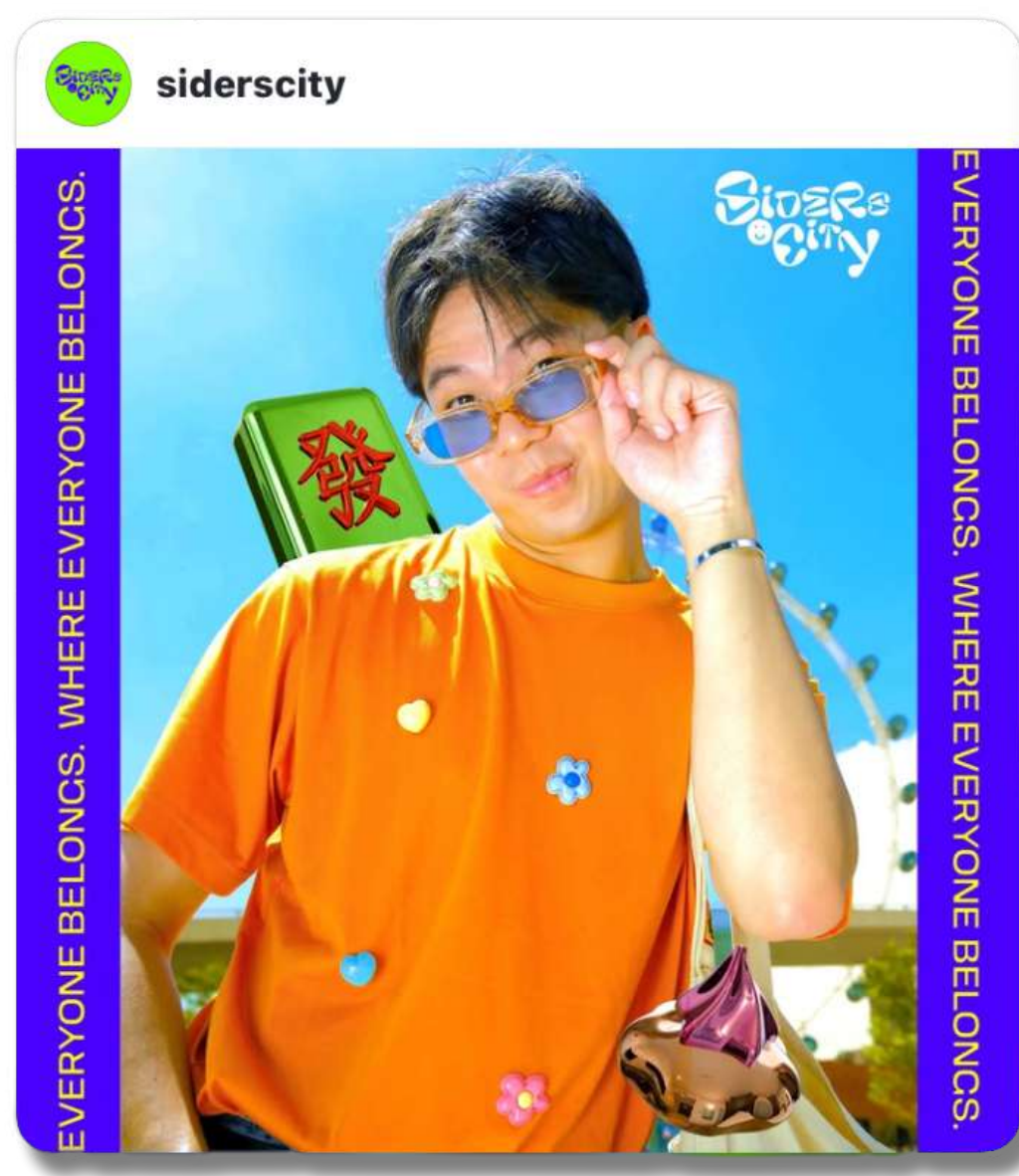
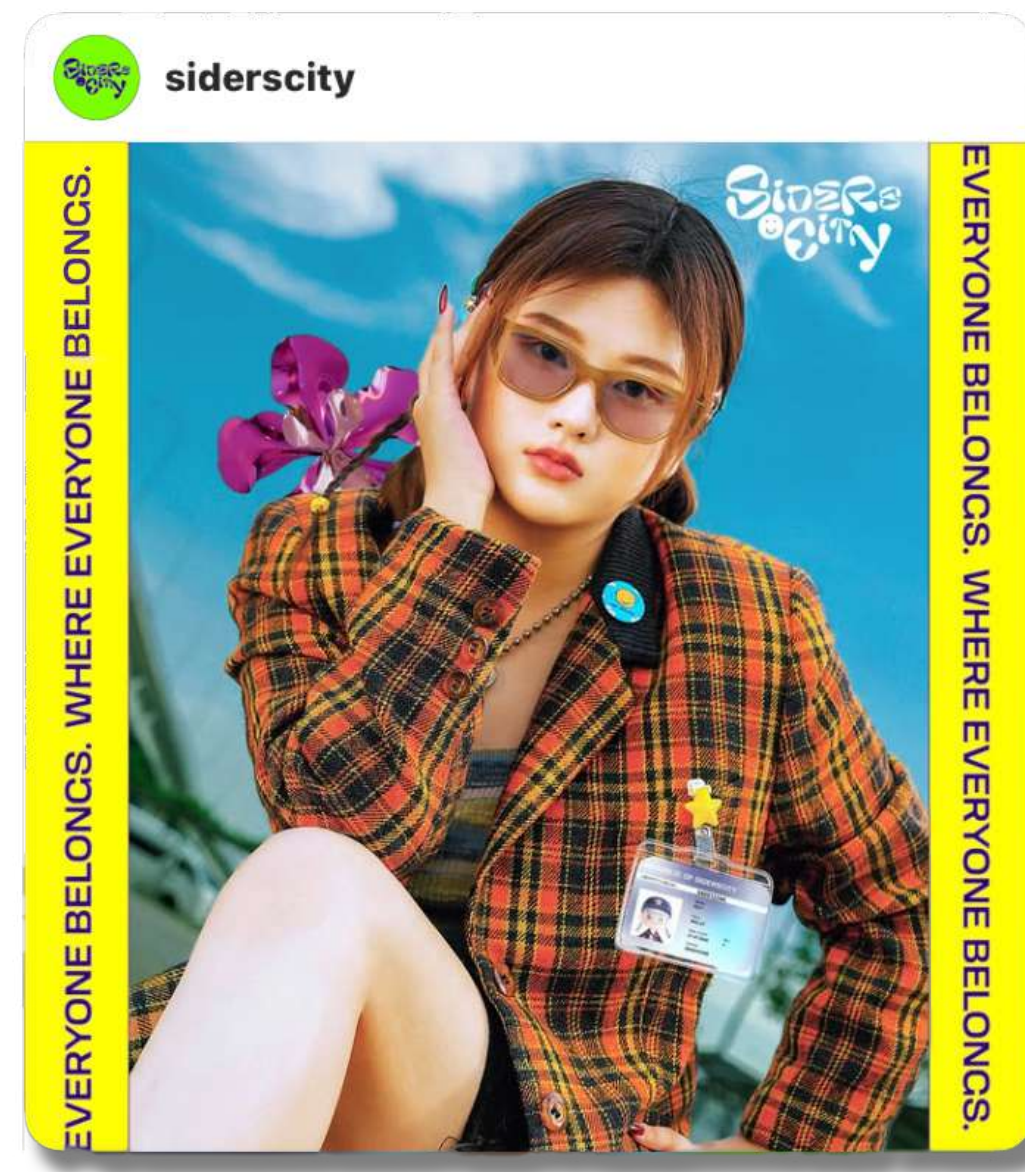
Building on the insights, I reinterpreted Singaporean symbols, such as the national flower and childhood snacks like the sweet gem, creating 3D adaptations in Blender to be incorporated into the campaign visuals.

03

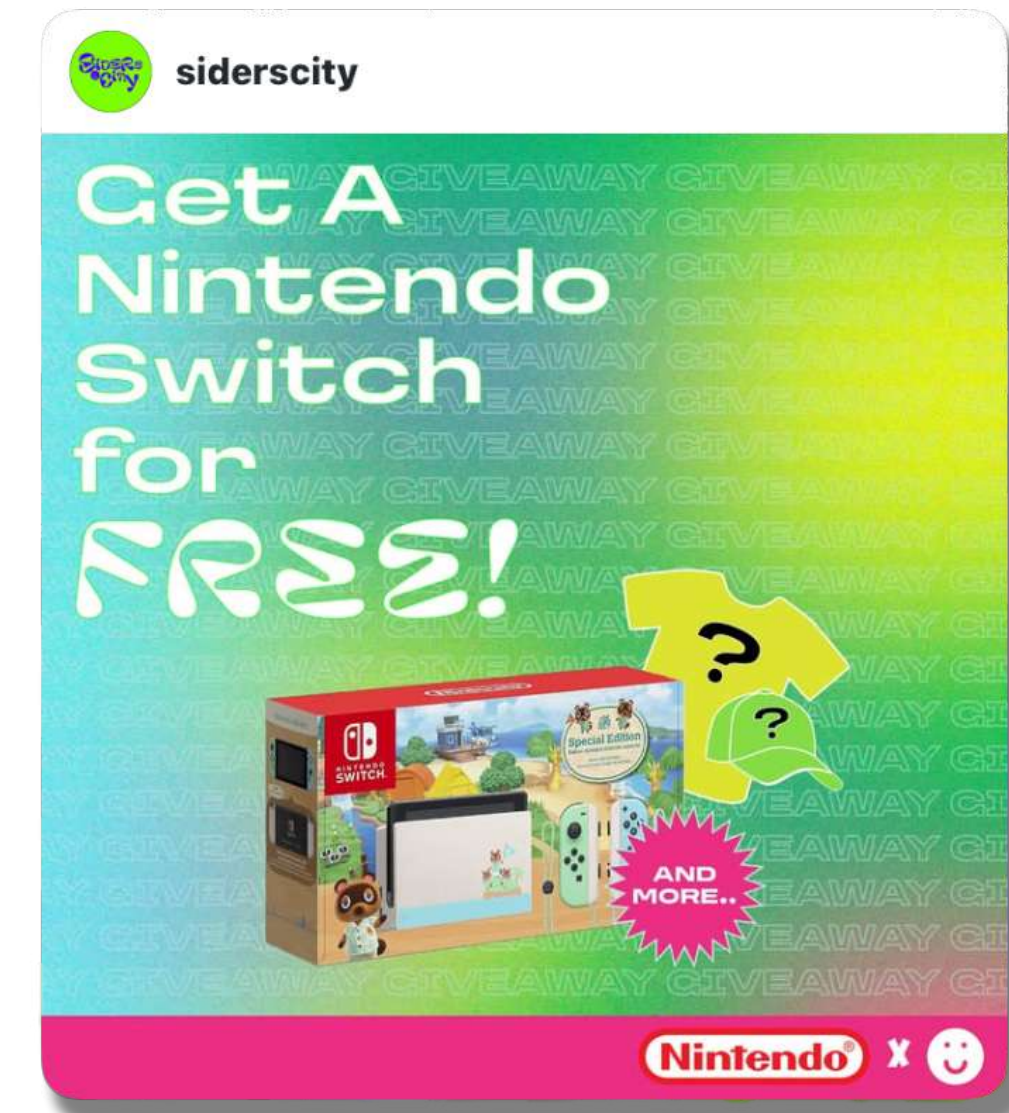
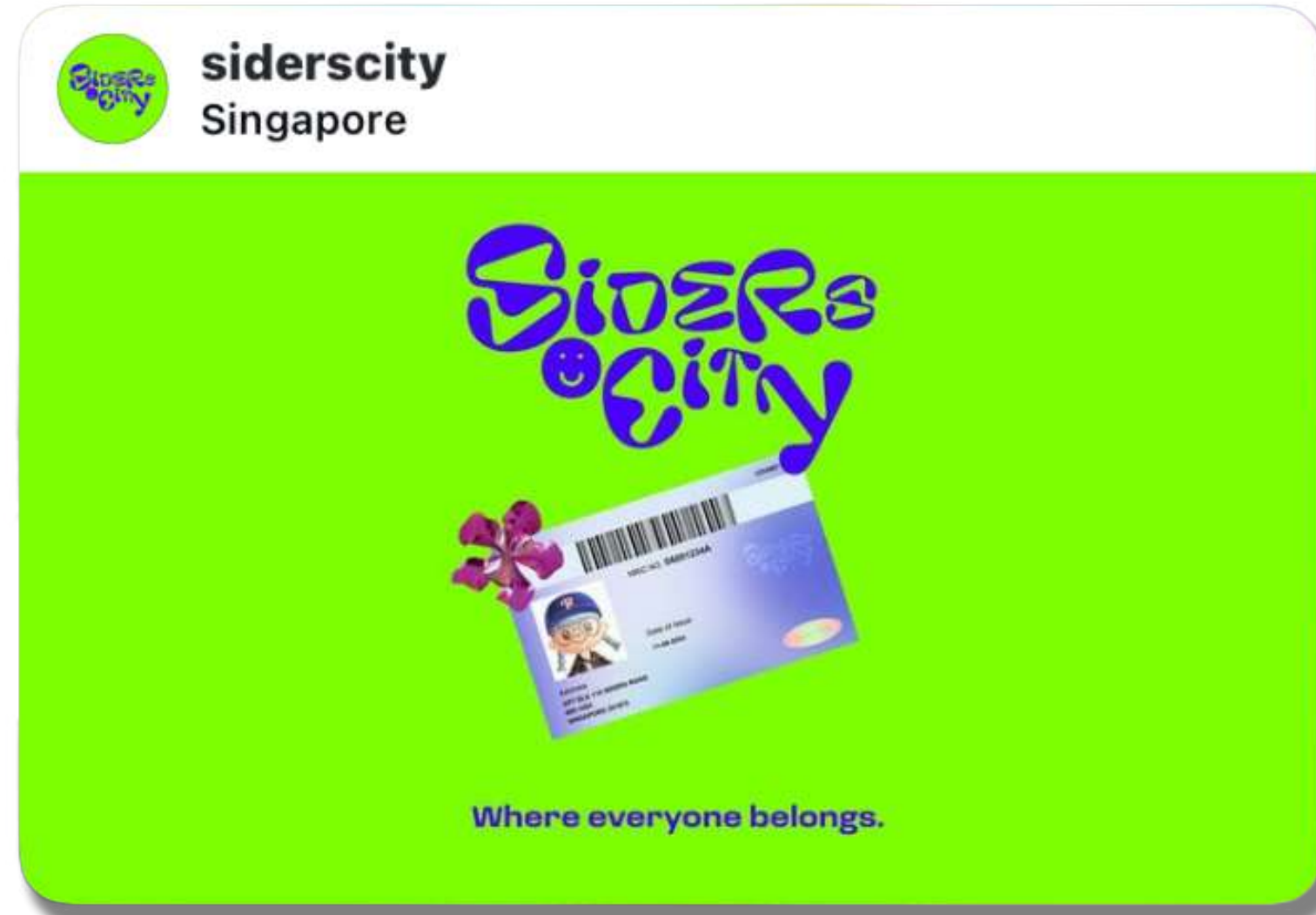
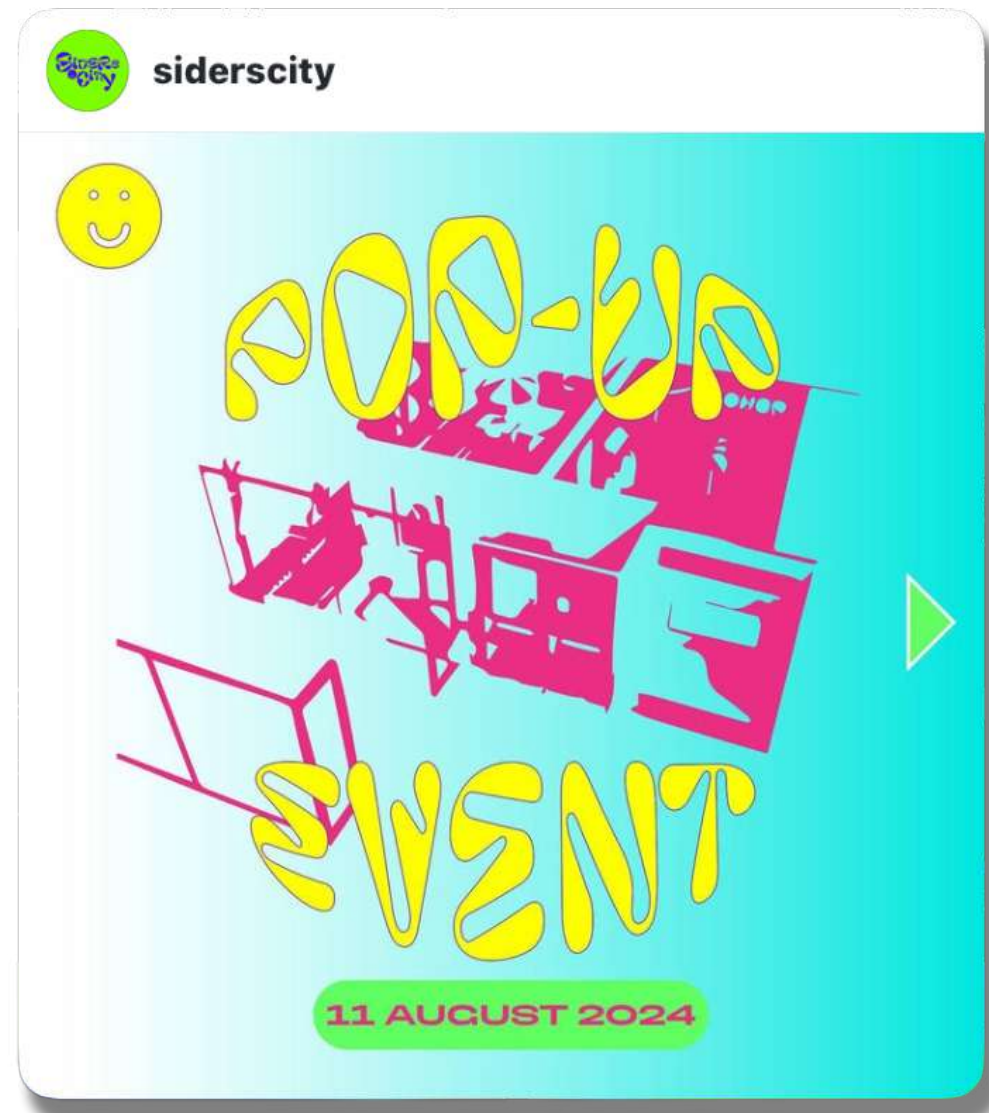
Siders City:

Campaign Images

The campaign images utilized two models, female and male, to give customers a more inclusive representation of the products. We also shot at Singapore landmarks such as the Singapore Flyer to hint subtly at the brand's value for locality.



03



Siders City:

Instagram Posts

Together with the campaign images, I also created supporting posts for Instagram which introduced details about the pop-up event, campaign video, and giveaway which was part of the collaboration with Nintendo's Animal Crossing.

03

Siders City:

3D Pop-Up Mockup

Additionally, I took on the role of designing the pop-up mockup in SketchUp, themed around a Siders City Tour with interactive segments to immerse visitors and strengthen their connection to the brand.



03



est. 2025

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