

Sabikun Nahar Proma

Portfolio: www.sabikunproma.com

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I'm a Marketing and Advertising graduate from the Fashion Institute of Technology in New York, with a background that's equal parts creative and strategic. I've worked in visual merchandising, brand storytelling, and motion graphics, and I'm at my best when I get to combine creative thinking with real execution.

EDUCATION

Fashion Institute of Technology | New York, NY Graduated May 2026
Bachelor of Science: Advertising and Marketing Communications | GPA: 3.8/4.0

Borough of Manhattan Community College | New York, NY Graduated Dec 2023
Associate in Arts: Animation and Motion Graphics | GPA: 3.97/4.0

HONORS

- Dean's List – Fashion Institute of Technology 2024–2026
- Dean's List – Borough of Manhattan Community College 2021–2023

WORK EXPERIENCE

ZARA – Visual Merchandiser | Fifth Avenue Flagship, New York, NY Jan 2024 – Jan 2026

- Executed bi-weekly visual resets across 3–4 departments at ZARA's Fifth Avenue flagship, one of the brand's highest-traffic global locations
- Styled mannequins and curated product presentations aligned with seasonal campaigns and brand guidelines
- Partnered with store leadership on floor layouts and strategic product placement to drive engagement
- Used customer insights to inform merchandising decisions and maintain visual standards across the sales floor

Candytopia (Candy Museum) – Brand Ambassador | Herald Square, NY Apr 2022 – Dec 2023

- Delivered brand storytelling to hundreds of daily visitors across multiple themed exhibit rooms at a high-traffic Manhattan attraction
- Drove consistently positive guest experiences through interactive, high-energy engagement
- Guided guests through immersive environments, reinforcing brand narrative at every touchpoint

AT&T – Sales Representative | Amsterdam, NY Jan 2021 – Mar 2022

- Recommended products and services tailored to individual customer needs
- Maintained up-to-date knowledge of current offers and trade-in programs
- Conducted monthly inventory tracking and reporting

PORTFOLIO HIGHLIGHTS

Self-initiated creative projects in campaign concepting and motion design. Full portfolio at sabikunproma.com.

Dont Die – Personal Project: branding and campaign concept exploring bold visual storytelling

Chromakopia World Tour – Personal Project: design and visual concept work inspired by tour branding and merchandising

CREATIVE & TECHNICAL SKILLS

Design & Production: Adobe Illustrator, Photoshop, After Effects, Blender, Fusion 360, Canva

Animation: 2D & 3D Animation, Motion Graphics

Marketing & Content: Social Media Content Creation, Short-Form Video, Campaign Strategy, Brand Storytelling, Visual Merchandising

Platforms: Instagram, TikTok, YouTube, Pinterest

Tools: Wix, Microsoft Excel, PowerPoint