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My Experiences

INTERN : FASHION CONSULTANT

SUPERDRY-RBL | August-September 2021

- Responsible for Visual-Merchandise of store
- Responsible for Omni-channels stock's In & Out
- Coordinating with buyers

INTERN : MARKETING RESEAECH

QRAAMEN | July 2021

- Worked on Post-Purchase Evaluation of Customer Buying
- Learnt about E-commerce Marketing and Process

INTERN : TEXTILE TESTING

NITRA POWERLOOM SERVICE CENTER| December 2018

- Understanding the concept of spun yarn production, grey fabric
- Textile testing and their quality aspects both technical and commercial purposes.

INTERN : DYEING & PRINTING

WEAVER'S SERVICE CENTER | May-June 2018

- Developed prints for Market .
- Developed charts and reports on Natural dyeing

INTERN : APPAREL MANAGEMENT

TREND'S APPAREL PVT. LTD. | December 2017

- Understood the process flow of the factory (from Fabric inspection to Final dispatch)

PURNIMA GUPTA

A hard working and initiator student with a motivation to work with an organization which provides me the opportunity to improve my skills and knowledge and grow along with the organization's objective.

SOFTWARE SKILLS

- Corel draw
- ADOBE Photoshop
- Adobe Illustration
- Wilcom Software
- Microsoft PowerPoint and Excel

OTHER SKILLS

- Excellent Time Management
- Creativity
- Team Work

Educational Background

NATIONAL INSITITUTE OF FASHION TECHNOLOGY
2020-Present
Master of Fashion Management
CGPA- 8.68

ALLAHABAD UNIVERSITY |
2017-2020
Bachelor in Fashion Design
CGPA- 9.4

Extra-Curricular

- 1st prized in workshop of Women's Entrepreneurship on International Women's Day
- Participated in Taiwan Fashion show Award.

Projects

- Made sample for t-shirt designs that was taken by brand Dicey.
- Market Research on consumer behaviour for Bata brand.
- Research done on Celebrity Endorsement for a brand of a product.
- Created a detailed assortment and lead time calendar for FIFA 2021.
- Research on Denim Industry in the context of Levi's Brand.
- Made a SOP for Pantaloons store .
- Exploratory study on Molton Brown and Primark's Supply Chain .
- Created a detailed OTB & Planogram for hypothetical brand (CAHAYA) .
- Created a detailed OTB for Charles & Keith.