

EXPERIENCE

May 2021 – July 2021

E-COMMERCE MERCHANDISING INTERN | for ONO TEAS, MAHARASHTRA

- Online Visual Merchandising direction and execution.
- Made promotional campaigns for ecommerce platform
- Skills Polished:
 - Google Analytics workflow and MS Excel
 - Forecasting by using sales trends and analysis reports.
 - Enhancing team work and collaborative effort.

Dec 2020 – Jan 2021

FREELANCE EDITORIAL DESIGNER | for NIFT SRINAGAR STUDENT UNION, JAMMU & KASHMIR

- Single-handedly designed and formatted an entire magazine ranging from layout to content.
- Magazine based on extensive cluster study of Pashmina.
- Skills Polished:
 - Substantive editing, copy editing, and proof-reading.
 - Post-production collaborative editing with client.
 - Software designing and utilisation in solving active problems.

EXTRA-CURRICULAR ACTIVITIES

July 2020 – ongoing

CREATIVE EXECUTIVE HEAD | RETAIL INTERFACE

- Creating Posters and Advertisements for Retail Interface.
- Responsible for the creative production team.
- Handling social media platforms.
- Conducting seminars and workshops for entire retail department.
- Conducted Diwali Mela for entire college; revenue exceeding Rs. 40k.

February 24th, 2021

BRAND DESIGNER | SUGAR AND SMILES STARTUP

- Discussed logo concepts and designed a logo.
- Designed promotional posters and social media posts.

February 8th, 2021

COMMUNITY BUILDER | DISCORD SERVER

- Created a community to help peers with same interests interact and partake in ongoing discussions.
- Solved the gap of communication between senior MBA batches and B.Des. batch.

February 8th, 2021

DIWALI MELA | RETAIL INTERFACE COLLEGE DIWALI MELA

- Organised a college wide, inter-departmental Diwali mela where students could set up their own retail stalls and sell their merchandise.



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EDUCATION

2018-2022

FOOTWEAR DESIGN AND DEVELOPMENT INSTITUTE,
NOIDA, UTTAR PRADESH
CGPA: 8.54

Bachelor of Design - Retail and Fashion Merchandising

2017

NATIONAL VICTOR PUBLIC SCHOOL, DELHI

Percentile: 73%

Class 12th CBSE
Science – PCM

2015

NATIONAL VICTOR PUBLIC SCHOOL, DELHI

CGPA: 8.2

Class 10th CBSE

March 15th, 2019

USHER | FASHION BLAZON

- Appointed to specifically manage the media and press, alongside chief guests, and bloggers attending the annual college fashion show.
- Managing operational ushers and allocating them chief guests.

December 1st, 2018 – December 2nd, 2018

BACKSTAGE VOLUNTEER | COUTURE RUNWAY WEEK

- Applied strong sense of punctuality, agility and responsibility, with a keen sense of styling.
- Observed the dynamics of fashion shows and practical approach of forecasting trends.

ACADEMIC PROJECTS

November 29th, 2021

TIME TAKEN BY GEN-Z TO ADOPT A NEW FASHION TREND | DISSERTATION PROJECT

- Determine the duration for a general gen-z person to invest in an emerging fashion trend.
- Help buyers and merchandisers to calculate more accurate prediction of when to invest in a new trend.

August 21st, 2020 – September 26th, 2021

RETAIL CATALOGUE | PRODUCT KNOWLEDGE

- Designed an informative catalogue/magazine.
- Topic: Exploration on all designs of fashion merchandise and current trends.
- Learnings: Spontaneous collaborations; Future Planning; Importance of due-dates.

July 21st, 2020 – December 5th, 2020

WINTERWEAR TRENDS ANTICIPATION/PREDICTION for FW21 | FASHION FORECASTING

- Winterwear trends exploration- market analysis and fashion shows analysis
- Presentation on different types of winterwear apparel.

ACHIEVEMENTS

August 9th, 2021

FIRST POSITION | INDEPENDENCE DAY POSTER MAKING COMPETITION

Topic (self-chosen): REMINISCENCE OF A DREAM

November 20th, 2019

PARTICIPATION | ANNUAL INTER-COLLEGE DESIGN COMPETITION

Topic: LET'S THINK SUSTAINABLE

July 1st, 2019 – December 2nd, 2019

PARTICIPATION | RETAIL INTERFACE ACTIVITIES

Role: Creative Execution and Operation

December 1st, 2019

ANCHORING/HOSTING | COLLEGE FRESHERS EVENT

SKILLS

SOFTWARE SKILLSET

Ms Word
Ms Excel
Ms PowerPoint
Adobe Illustrator
Adobe Photoshop
Adobe InDesign

SOFT SKILLS

Strong Communication Skills
Teamwork and Leadership
Dependable for team
Creative Solving Skills

LANGUAGES

English
Hindi