

ABOUT

Dynamic and well-organised candidate with a positive attitude to take on added responsibilities. Possess intricate understanding and a strong grasp of brands, and current trends. With a passion for crafting compelling engaging visuals and visually captivating content for social media, driving brand recognition and audience engagement. Creative eye for detail, extensive visualisation skills and strong aesthetics. Motivated to learn and grow with an aim to gain experience and exposure.

EXPERIENCE

Market Inc.

December 2023- February 2024 | New Delhi

Social Media Marketing Intern

- Created engaging and creative content for the clients (making reels and posts)
- Produced layout designs for email marketing
- Develop and execute comprehensive marketing strategies and campaigns that align with the company's goals and objectives.
- Created creative add designs for posts

Doux Loungewear

March 2023- May 2023 | Noida

Social Media Marketing Intern

- Produced compelling and engaging content for the brand's social media platforms, effectively increasing engagement and reach.
- Proactively initiated and maintained collaborations with influencers, reinforcing the brand's presence and beneficial partnerships.
- Demonstrated a keen eye for fashion by creatively styling outfits for both reels and photos, integrating thoughtfully selected props and accessories to enhance the visual impact of each garment.
- Created multiple posters for their upcoming exhibitions
- Produced creative layouts and designs for their website page

Elle India (Elle Carnival 2023)

September 2023 | New Delhi

PR and Fashion Intern

- Spearheaded the setup and arrangement of booths for 10 distinct designer wear collections, ensuring a captivating visual display.
- As an entrusted steward of social media initiatives, I bore the responsibility of conceptualising and delivering compelling content to enhance the ELLE CARNIVAL '23 EXHIBITION a digital footprint and broaden its online influence for the event. This included artfully curating captivating content to extend the brand's reach.
- I meticulously orchestrated influencer marketing campaigns, successfully engaging figures to champion our designer brands.
- Played a pivotal role in curating a selection of designer apparel from all designers for the Elle booth.
- Provided comprehensive backstage support for Urvashi Kaur's ready-to-wear fashion show.

Aamli Bags

August 2021- September 2021 | New Delhi

Fashion Styling and Social Media Content Creator Intern

- Demonstrated a refined ability to curate a diverse range of props and accessories for product styling, contributing to the creation of visually captivating and compelling images. Did major product styling for two new collections of Aamli Bags.
- As a social media content creator, I actively curated content to fortify brand presence and bolster online visibility. My responsibilities included the creation of compelling reels to showcase the brand's products and collaborating with influencers for the brand.

Paris Fashion Week 22: Totem Fashion Paris

August 2021- September 2021 | Paris, France

Fashion and Content Creator Intern

- Worked with renowned fashion brands EENK, Caroline Hu, and Irene Luft.
- Was given a pivotal role in crafting captivating content for social media for the brands, with a primary focus on curating enticing reels to showcase their fashion shows. The impact of my work extended beyond the ordinary, as two prestigious brands recognized and shared my reels on their respective social media stories, attesting to the effectiveness of my content creation.
- Organized and coordinated apparel and accessories, meticulously adhering to the brand's vision, and ensured models' look boards were seamlessly integrated with the selected garments. Delivered comprehensive backstage support, showcasing problem-solving skills in high-pressure settings.

Bhumi by Bhavna Gupta

April 2022 - August 2022 | New Delhi

Freelance Fashion Stylist and Social Media Manager

- Pioneered the creative vision and meticulously styled diverse shoots for the brand, consistently delivering a unique and compelling visual narrative. Demonstrated exceptional creativity by crafting and presenting 15 distinct looks.
- Orchestrated and led the brand's expansion through innovative social media campaigns, boosting the brand's online presence and engagement.
- Made regular content calendars for the brand, designed their feed posting and wrote captions and concepts for their collections and posts.
- Expertly handpicked diverse locations and sourcing of accessories and props to elevate the visual storytelling in each shoot.
- Singlehandedly executed end-to-end coordination of shoots, encompassing conceptualization, creative direction, and editorial styling, ensuring flawless execution and visual excellence.

Zee Media Corporation- WION

April 2023 - November 2023 | Noida

Fashion Stylist

- Crafted and executed daily wardrobe selections for a team of anchors, ensuring a polished and professional on-air appearance.
- Sourcing apparel and accessories from a diverse range of brands, optimising the visual presentation of the anchors while maintaining alignment with the channel's image.
- Spearheaded the styling of anchors for high-profile events and exclusive interviews, incorporating a keen eye for fashion that resonated with the specific occasion.
- Collaborated with tailors and designers in selecting designs, fabrics, and colours, providing custom-tailored clothing for anchors, enhancing their style and on-screen presence.
- Enforced proper credits and brand acknowledgements in on-air appearances, reinforcing positive relationships with brand partners and maintaining transparency in brand association.

EDUCATION

Pearl Academy

2019-2023

Fashion Styling and Image Design

New Delhi, India

Delhi University

2019-2023

BA English Honours

New Delhi, India

Lotus Valley International School

2005-2019

Class 12th

Noida, India

SOFTWARE SKILLS

Adobe Photoshop and Premiere Pro

Canva

Microsoft Excel

Microsoft PowerPoint and Word

PROFESSIONAL SKILLS

- Strong Communication
- Current Trends Knowledge
- Creative Content Creation
- Strong Aesthetic Representation
- Visual/ Verbal and Written Communication
- Curating Creative Looks
- Intricate Eye for Details