

Educational Qualification

Institute	Course	Year	Grade
University Of The Arts London (London College of Fashion)	Master of Arts: Fashion Design Management	09/2014-12/2015	Merit
University Of The Arts London (London College of Fashion)	Specialization (Certificate) in Fashion Merchandising And Communications	01/2013-07/2013	Pass
National Institute Of Fashion Technology, New Delhi	Post Graduate Diploma in Fashion Entrepreneurship	09/2010-09/2012	A
Amity University, Noida	Bachelor of Arts (H): English Literature	07/2007-07/2010	A (2 nd rank)
Faculty Higher Secondary School, Guwahati, Assam	A-Levels: Arts	04/2005-04/2007	1 st Division
Little Flower School, Guwahati, Assam	GCSE: All Subjects	01/1992-01/2005	1 st Division

Work Experience

1. Everymedia, Mumbai: Senior Copywriter (June 2019-July 2019)

Developing original content for brands (Pro Kabaddi League, YES Foundation, KAFI Cosmetics, German Laundry etc.)
Developing content strategies.
Creating content for social media.

2. Freelance Fashion/Entertainment Editor (Feb 2019-May 2019)

3. Mojostar, Mumbai: Content Lead (July 2018-January 2019)

Developing content for all communications (blogs, newsletters, PR stories, website etc.)
Planning content strategies for **JUSTF** and **PROWL**.
Advertorial/Editorial/Public Relations.
Actively involved in the brand launch – **JUSTF (Jacqueline Fernandez)** and **PROWL (Tiger Shroff)**.
Design, styling.

4. Freelance Fashion Writer/Editor (February 2018-July 2018)

5. POPxo, Mumbai: Fashion Writer (August 2017-December 2017)

Writing/editing original content.
App content work.
Conducting celebrity interviews.

6. Culture91, Mumbai: Content Manager (April 2016-July 2017) (August 2013 – August 2014)

Developing original content for blogs, websites etc.
Managing Social Media.
Merchandising.
Public Relations.

7. Assam Times, Guwahati, Assam: Cultural Editor (Incredible India Project) (January 2016 - March 2016) (10/2019 – 04/2020)

Developing content/editing for the newspaper.
Planning content calendars and strategies.
Market Research.
Public Relations/Advertorial work.

8. United Colors Of Benetton, Gurgaon: Buying Assistant (Internship)
(Aug 2011- Mar 2012)

Competition mapping and brand analysis for Benetton India.
Trend forecasting and trend analysis.
Was actively involved in the Buying process for S/S 2012 and A/W 2011.
Merchandising and Communications.

9. Margdarshak, Delhi: Brand Communications Manager (Twinkling Shades Project)
(June 2010- Jan 2011)

Worked with different rural organizations and local artisans.
Worked for the benefit of the rural craftsmen in Gujarat, Uttar Pradesh, West Bengal, and Haryana.
Met with local artisans, weavers, designers to understand traditional Indian crafts and Art.

Projects and Initiatives

- Competition Mapping and Brand Analysis for United Colors of Benetton Menswear (India Division).
- The Deep Print Movement Industry Project London in Brand Communications for the Italian market.
- The Incredible India Project to promote the North East Tourism industry.
- Fairtrade for the Future: A Study on sustainable fashion and the significance of Fair Trade cotton in India.
- Consumer Behavior and Luxury Fashion: An analytical study of young Indian Women.
- Research on women trafficking in the UK.
- A project on the counterfeiting problem of luxury brands in India; Brand in focus: Gucci.
- A market feasibility study to launch a range of premium wristwatches.
- Business Plan: Car dealership of Honda in Assam, India.
- B.A Dissertation: The element of Gothicism in popular Literature and Motion Pictures.
- M.A Dissertation: An Explorative Study on the Impact of Celebrity Endorsements on Male Consumer Behavior in India.

Achievements and Awards

- ‘Young Achievers Award’ for social work: HelpAge India and Red Cross.
- Governor’s Award for Bharat Scouts and Guides (2005).
- Silver Medalist in B.A (H) English Literature, Amity University, Noida.
- Trained Classical Dancer : Bharatnatyam and Ballet.

Skills & Interests

- Storyteller, Avid Reader, Aspiring Writer and Travel Enthusiast.
- Language Proficiency: English (Fluent), Hindi (Fluent), French (Intermediate).
- MS Office.
- Communication skills.

Core Strengths

- Creative Writing, Editorial, Content Management.
- Fashion Journalism, Apparel, Luxury Fashion.
- Merchandising/Buying and Communications.
- Well-versed in Brand Communications and Design Management.