

## Education

### **Savannah College of Art and Design - Atlanta**

Sept 2018 - Jun 2022 | GPA: 4.0

BFA Fashion Marketing and Management

Business Management and Entrepreneurship Minor

## Work Experiences

### **Account Coordinator at Kaleidoscope**

Aug 2022 - June 2023 | Chicago, IL

- Supported the account and creative teams in servicing clients and ensuring their project needs were met
- Coordinated projects, managed timelines, and organized client-related content
- Worked collaboratively in an agency setting, contributing to successful project execution
- Captured and shared project notes from meetings and discussions
- Maintained accurate budget records and handled billing tasks

### **Museum Docent at SCAD Museum of Fashion and Film**

Mar 2022 - Jun 2022 | Atlanta, GA

- Conducted tours and provided informative and engaging presentations to over 100 museum visitors
- Demonstrated in-depth knowledge of fashion history, designers, and significant industry trends
- Collaborated with museum staff to develop educational programs and special event

### **Social Media Strategist at India Approved**

Jan 2022 - Apr 2022 | Remote, USA

- Developed and executed comprehensive social media strategies to enhance visibility and engagement for @indiaapproved growing it over 20% after only 4 months
- Collaborated with the client to ensure authenticity and complete satisfaction
- Stayed updated on emerging social media trends, tools, and best practices

### **Creative Intern at West Elm (WSI)**

Jun 2021 - Aug 2021 | Brooklyn, NY

- Enhanced the organisational flow of the office for the textiles team
- Assisted in the creation of a visual merchandising guide for the Summer 2022 collaboration collections
- Proposed a solution to increase customer turnover through westelm.com (US) for bedding purchases

### **Brand Management and Editorial Intern at Falguni and Shane Peacock**

July 2019 | Mumbai, India

- Assisted the Brand Management team in creating brand strategies to enhance brand equity and awareness
- Consolidated ideas for future issues of 'The Peacock Magazine'
- Conducted market research and competitor analysis to identify trends and opportunities

## Academic Experiences

### **Presentation and Team Lead at Lowe's (A SCADPro Sponsored Course)**

March 2022 - June 2022 | Atlanta, GA

- Led a team of creative individuals in planning, organizing, and executing a successful redesign of the front end of Lowe's stores over the course of 10 weeks
- Liaised with professors, clients and over 15 students from over 8 programs of study
- Monitored progress, identified risks, and implemented mitigation strategies to ensure project success

### **Fragrance Marketing Study Abroad at SCAD Lacoste**

December 2019 | Lacoste, Grasse and Paris, FR

- Studied the art and science of perfume creation, including fragrance composition, market analysis, and consumer behavior
- Participated in hands-on workshops and collaborated with industry professionals to gain practical insights into fragrance marketing strategies
- Explored the rich history of Grasse as a renowned hub for perfume production and its impact on the global fragrance industry
- Developed an understanding of fragrance marketing trends, brand positioning, and product development processes