

MIHIKA JAIN

[PORTFOLIO](#)

[LINKEDIN](#)



London, UK (open to relocate)



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ENGLISH , HINDI (FLUENT)

PROFILE

I'm a dynamic Fashion communicator; I bring confidence, creativity, and effective communication. Passionate about the brand, I use sound rationale to optimize product ranges, prioritize tasks efficiently, and foster teamwork. Reliable, detail-oriented, and a numerical enthusiastic passion lies in bringing brands to life through engaging communication that brings brands to life.

My career goals include pursuits in Merchandising and Visual Merchandising.

SOFTWARE SKILLS



- Adobe Suite
(Indesign, Photoshop, Illustrator)
- Microsoft Office
(Excel, PowerPoint, Word)

KEY COMPETENCIES

- Brand building and Fashion Styling
- Attention to detail
- Strong Verbal and Written Communication
- Adaptable & Quick Learner
- Visualisation skills
- Creative Direction

EDUCATION

NTU (Nottingham Trent University) 2022-2023

International Fashion Business (Upper Second Honours)

- Knowledge of global marketing and merchandising strategies
- Proficient in analytical and critical writing
- Skilled in proposing creative solutions to industry challenges through reflection and analysis.

ISDI Parsons (School of Design & Innovation) 2019-2022

Fashion Communication & Styling (3.0 cgpa)

- Understanding aesthetics, lifestyle, culture, and social perceptions across diverse media platforms.
- Proficient in creating compelling brand stories and promotions through print and digital mediums.

WORK EXPERIENCE

MARKETING & CAMPAIGN MANAGER

Vaibhav Mitali Bridal Campaign (Sept '22)

- Developed and monitored KPIs to track the success of the bridal campaign.
- Styling and conceptual direction planning with the team.
- Managed budgets and tracked performance metrics to assess the campaign's success.

FASHION RESEARCH WRITER

Journalist Praachi Raniwala (April- Sept'22)

- Researched and analyzed emerging fashion trends, producing insightful articles and reports for online and print publications.
- Developed a deep understanding of consumer preferences and industry shifts, contributing to creating targeted marketing strategies.
- Created templates and maintained a media channel with the brand's (Instagram) design

SALES ASSISTANT

MARKETING MANAGER (SEPT 21- APRIL 22)

Iro Iro Zero waste

- Applied upselling techniques to boost add-on product sales and enhance brand awareness. Demonstrated in-depth knowledge of IRO Iro Zero Waste's fashion and home goods offerings.
- Provided customer service to clients to new talent ideas for future influencers or collaborations, increased customer satisfaction and loyalty.
- Received recognition for the award-winning short film "Blue Silence" at Fashion Revolution and other film festivals.

PHOTOGRAPHY AND CREATIVE ASSISTANT

Live Linen 2021 campaign (June '21)

- Collaborated with the marketing team to create effective campaigns with 25% more brand awareness
- Microsoft Excel for data analysis, aiding visual strategy decisions based on product data, client feedback, and inventory levels.