

ROMANI KAKAD

Project Manager

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LinkedIn
Location: West London
Languages: English, Spanish (beginner)

PROFESSIONAL ACCOLADES

- Nominated 'Rising Star' award by Chief Marketing Officer of No7BC Oct 2022
- Awarded employee of the month by Creative Director of No7, Dec 2021

RELEVANT EXPERIENCE

London | March 2021 - Present

Global Producer, Boots - No7 Beauty Company

- Lead producer for digital and print campaigns from strategy to delivery within global N7BC portfolio: No7, Soap & Glory, Sleek Makeup, Liz Earle etc and external brands: Fenty, Ted Baker, Joules, Champneys etc.
- Stand out projects: Sleek MakeUp's first Allyship: Darkwah, Love Island's beauty partnership (2021-2023).
- Managed schedules and workload for entire creative team.
- Managed artwork systems liaising with packaging, regulatory and formulation
- Monitored costs and timescales to agreed scope and constraints for all projects
- Developed content production, negotiating and conflict resolution skills
- Produced timelines, asset lists, budget reports for large scale campaigns
- Won pitches against competitor agency (incr incoming work/revenue/staff growth)
- Managed agenda and comms for weekly creative council with over 300 senior staff
- Collaborated with Cycle Planning team improving strategy & delivery dates
- Ensured all team members and freelancers recorded times for billing and utilisation
- Booked urgent freelancers and couriers across London
- Produced storyboards for shoots then shadowed photography at Hogarth studios
- Facilitated client training with global team in Boots and No7BC

London | Oct 2020 - March 2021

Creative Assistant and Researcher, AIME (*Internship*)

- Sourced and negotiated with artists/designers for promotion & retail collaboration
- Due to my tenacity, Laugahey a brand I recruited, became the face of AIME's shop launch and continues to generate considerable sales
- Discovered and promoted emerging musicians for digital features
- Produced mood boards, call sheets, researched and booked location for London Fashion Week shoot
- Conducted competitor audits & market research on e-commerce trends (30% increase engagement across socials, 15% increase sales)
- Plaudits for consistent innovation, new processes, and providing insight/ideas and styling for shoots and creative content

London | November 2020 - March 2021

Producer, Fashion label: Isadore Intimates (*Internship*)

- Created press releases under tight deadlines for NPD launches
- Designed email campaigns in Adobe InDesign and Photoshop leading to a significant increase in sales (10%) and pageviews (20%)
- Market researched and authored digital content on fashion sustainability

Nottingham | October 2020 - March 2021

Head of Comms/Logistics, West Area Project (*Internship*)


- Digital learning manager for 3 staff members (BTEC & Diploma PBS)
- Built relationships/liased with local agencies to organise activities for the project
- Maintained website via Adobe Dreamweaver & performed SEO

EDUCATION

 UWE Bristol | 2016 - 20

BSc Psychology (Hons), ENG

Classes include:
Research Design & Analysis, Mind Brain & Development, The Arts & Mental Health, Counselling & Psychotherapy, Clinical Mental Health, Forensic Psychology, Neuroscience

 Università di Padova | 2018-19


Erasmus Study Abroad, IT

Classes include:
MSc Psychology of Economic Decisions, Psychology of Language, Health Psychology, Psychology of Individual Differences, Psychology of Music

 Crawford College La Lucia Durban | 2015-16

International Exchange, SA

Activities include:
Basic academic studies and Zulu language classes

 Trent College Nottingham | 2014-16

Sixth Form, ENG

Activities include:
Student Council Member, Orchestra, Sixth Form Prefect, Hockey, Netball and Swimming 1st teams

TOOLS

Adobe: InDesign, Photoshop, Acrobat Pro (beginner)
Project Management: Wrike, Flowzone, Proof HQ, T=0, Proof HQ, Trello, Frame.io, Microsoft software (advanced)
Research: Pulsar (Trend Reporting), SPSS (Statistics)

INTERESTS

Music: Grade 7 Flute, Scholarship (7 years) Flute and Piano
Drama: LAMDA Grade 7 acting, Lace Market Theatre group, Stagecoach
Sport: DofE Gold, National swimmer, County Hockey
Languages: Spanish (intermediate), Italian (beginner)
Visual: Art exhibitions, Theatre, immersive installations