London, UK
+44 7923012032
dhruvidesai1399@gmail.com
linkedin.com/in/dhruvi-era-desai

Dhruvi Desai

Fashion BA (Hons) Branding and Marketing student at London College of Fashion, UAL. Creative and proficient in graphic designing and market research. Industry awareness in marketing, VM, trends and retail commerciality experience. Ability to work autonomously and comfortable exercising leadership qualities. Looking to develop as visual communicator in the fashion industry.

Education

2019-23 BA (Hons) Fashion Visual Merchandising and Branding, London College of Fashion, UAL *(London, UK)*

2018-19 International Preparation for Fashion, London College of Fashion, UAL *(London, UK)*

2016-18 D. G Ruparel Junior College *(Mumbai, India)*

2012-16 Barnes School & Junior College *(Nashik, India)*

Technical Skills

-*Adobe Photoshop + Lightroom*
-*Adobe Illustrator*
-*Adobe InDesign*
-*Microsoft Suite*
-*Google SketchUp*
-*OS Mac*
-*DSLR Camera*
-*Experience using WGSN, L:SN etc.*

Other Skills

-*Creative Writing*
-*Illustration*
-*Proficient in fashion trends*
-*Public Speaking*

Languages

-English: *IELTS 8.0*
-French: *Alliance Française A1*
-Hindi: *Native Speaker*
-Marathi: *Native Speaker*

Experience

NOV 2020 - PRESENT
BRANDING & VM INTERNSHIP (REMOTE)
BOLD ; ANTWERP, BELGIUM

-*Developing visual brand identity for a unisex collection*

-*Conducting market research on competitors*

-*Gathered secondary research on VM, GD trends to develop visual guidelines*

-*Proposed potential pop-up store concepts*

OCT 2019 - PRESENT
SALES ASSOCIATE
HARRODS (DIRECTORY LTD); LONDON, UK

-*Sales Associate for Dior, Valentino, Versace, Ralph & Russo, etc. Adaptable and accustomed with various DNA of brands.*

-*Visual Merchandising- styling mannequins and arranging displayed merchandise to boost full price sales.*

-*Inventory and organising the stock area for Pinko and Dior.*

-*Packaging and Gift Wrapping- crafting signature packaging for Dior.*

-*Hosting clients for Hermes and Dior*

2017 - 2020
SOCIAL MEDIA COORDINATOR
ANJAN HILLS RESORT; NASHIK, INDIA

-*Designed visual templates for social media promotion*

-*Created content for website*

-*Managed social media accounts, regular posting, resulting in a 10-20% increase in audience engagement.*

-*Photography*