



Daisree Ramu

MA in International Fashion Management Distinction Graduate | | Marketer - Social Media, Creative, Strategy

📍 Nottingham, UK

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Languages

English (Fluent)

Malay (Basic)

Chinese (Work Proficiency)

About

I have a strong interest in strategic marketing, mainly focusing on the lifestyle industry. My passion includes strategising out-of-the-box campaigns tailored to different brand identities. My speciality includes content creation and campaign management. I am also an enthusiastic problem-solver and quick learner who will never shy away from a challenge!

BRANDS WORKED WITH

Circle of Style

FashionValet

Experience



● Fulfilment Assistant

Circle of Style | Mar 2022 - Dec 2022

- Ensure daily targets for deliveries and orders are met
- Liaising with suppliers on expected external orders as well as managing follow-ups
- Ensure strict QC is managed to uphold the reputation of the brand and products
- Managing logistics for orders as well as handling issues with Royal Mail
- Helped out on the inventory side of the business with uploading, in-bounding, updating the shelving system, quality check
- Managed ordering supplies and up kept the space



● Marketing Executive

FashionValet | Nov 2019 - Aug 2021

- Campaign Planning
 - Curated weekly/monthly campaigns
 - Events management for PR events & store opening
 - Influencer management, budgeting and gifting - CRM campaign management
 - Campaign ROI & KPI reporting
 - Reported in-depth competitor analysis to ensure that no plagiarism or similarities were seen between campaigns as well as maintaining a competitive edge
 - Handled occasional B2B partnerships for specific collaborations
 - Handled collaboration launch with @yayazahir alone
- Content Creation (Social Media) & Production
 - PIC for all shoot planning and communication materials - graphic banners, social media post, photo/video shoots and any ad-hoc advertising visuals
 - PIC for organising shoots from A-Z which included: creating the mood board, sourcing models/photo or videographers / make-up artists / shoot schedule/catering/location & prop prep
 - Shot and edited content with both iPhone and a DSLR
 - Shot and edited content for TikTok, Instagram, Facebook and Twitter
 - Created visuals and video through Canva, Adobe Photoshop, Adobe InDesign and also various iPhone editing apps
 - Fully handled social media postings, content and customer service
 - Utilised marketing software (Dash Hudson) to organise social media post and measure ROI
 - Copywriting
 - CRM management through planned UGC
- Sales & Inventory Planning
 - Mapped out yearly sales, budgeting and marketing plan for approval
 - Calculated, evaluated and reported weekly inventory levels
 - Calculated and reported month/year to date sales value in comparison to targets
 - Generated marketing/ sale plan for products with high inventory levels / low STR for 3 months - Worked closely with retail and supply chain team to manage inventory distribution and store vs. online performance

• Rebranding Planning (Mel & Molly)



- Generated a rebranding marketing plan
- Worked closely with brand manager to create a new direction to work towards, this included - new colour, logo, packaging, CRM, tagline, advertising strategy and visual guideline

● Marketing Intern

FashionValet | Apr 2019 - Jul 2019

• Campaign production assistant tasks :

- Coordinating shoot schedule with the marketing manager
- Ensuring outsourced contacts are fully briefed before the shoot (photo/videographer, make-up artist, models, in-house team media team and catering services)

• Content creation & social media assistant :

- Created content independently and sometimes with the marketing executive (photo/video/ art visuals)
- Identify the target market's ideal communication visuals
- Content produced: product flat lays, on model shots, infographics, detailed video shots
- Created captions and posting schedules
- Proposed ideas for new marketing ideas, visuals, and shoot concepts
- Assisted in customer service: replied all follower's comments and DMs with any issues

• Influencer planning assistance

- Proposed influencer list catered to each launch based on suitable aesthetic matching
- Influencer negotiation between content and rates
- Ensure influencers receive their items in attractive packaging on time before the launch