



Pramathi Pramarthi

Assistant

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Languages

English

About

With a passion for sustainable fashion, I thrive in providing exceptional service and driving sales. My experience as Shop Manager at Rentbeam honed my skills in nurturing designer relations and personalising customer experiences. Adaptable and committed, I seamlessly transition between diverse retail environments.

BRANDS WORKED WITH

Cochère

Foundation for Development of Rural Value Chains

Rentbeam

Tarun Tahiliani

Experience

● Boutique Manager

Rentbeam | Jul 2023 - Sep 2023

- Developed and executed comprehensive rental strategies, including product curation, pricing structures, and rental terms, to enhance the online shopping experience.
- Established valuable connections with emerging designers and small brand owners through active engagement in London's fashion events, fostering collaborations for product showcasing within a 2-month time-frame.
- Offered personalised guidance to clients, expertly navigating them through the rental process while providing tailored styling support to ensure a seamless and delightful customer journey.
- Provided strategic planning and assistance for renting designer clothing sales.
- Took a central role in the online marketing of products.
- Collaborated closely with seasoned fashion designers to make strategic decisions aimed at effectively targeting customers.
- Identified and nurtured emerging designers, extending a platform and facilitating garment material rentals, ultimately assisting them in selling their products.
- Successfully coordinated cross-functional activities with diverse teams in the fashion industry.

● Digital Marketing Intern

Cochère | May 2022 - Aug 2022

- and strategic design.
- Crafted marketing materials and maintained alignment with broader teams to ensure consistent branding.
- Leveraged skills in web design, graphic design, video editing, and podcast editing to produce captivating and engaging content.
- Actively participated in fashion photo shoots, contributing to the creative vision.



● Design Intern

Tarun Tahiliani | Apr 2021 - Jul 2021

- Supported sample development for Summer-Spring collection.
- Worked closely with the senior fashion designers to produce new Bridal Collections.
- Organised events for bridal collection presentation.

● Customer Marketing Intern

Foundation for Development of Rural Value Chains | Feb 2021 - Mar 2021

- Pioneered strategic concepts by directly engaging with artisans and executing visually compelling merchandise displays to enhance cultural appreciation.
- Drove sales growth and completed all product sales by 90% by collaborating closely with the artisan team.
- Facilitated improved customer communication strategies and actively contributed to the selling process, including proficient event photography.

Education & Training

- 2023 - 2023 ● **Central Saint Martins**
Short Course, Art Direction for Fashion
- 2022 - 2023 ● **Loughborough University**
Master of Science in Management, Design Innovation Management
- 2017 - 2021 ● **Asian Academy of Film & Television**
Bachelor of Design in Fashion Design, Fashion Design