



# Twisha Thakrar

Fashion and Marketing Student

[View profile on Dweet](#)

## Languages

English

## About

With proven expertise as a Sales Associate at Victoria's Secret and Charles and Keith, I excel in customer service, visual merchandising, and sales promotion. My stint at Middle East Fashion Week enhanced my fashion retail insight. Comfortable in fast-paced environments, I'm adaptable to various retail settings and tasks.

### BRANDS WORKED WITH

- Charles and Keith
- JAYWALKING
- Middle East Fashion Week
- state of fashion
- Victoria's Secret

## Experience



- Sales associate**  
JAYWALKING | Jan 2023 - Mar 2023



- Backstage Intern**  
Middle East Fashion Week | Nov 2022 - Nov 2022  
Assisted stylists with accessories and garments. Dressing up the models for the specific outfit and the assigned footwear and accessories for the specific runway look. Assisting models with makeup and hair and getting them on the runway on time. Ensure all the accessories, garments and footwear are safely returned to the designers.



- Sales Associate**  
Victoria's Secret | Jul 2022 - Nov 2022  
Unpack deliveries, stock shelves and arrange displays. Assist customers in finding products they want. Help customers with sizes required. Keep the store clean and tidy.

- Social media manager**  
state of fashion | Jun 2022 - Jul 2022  
Prepare a GANTT chart for getting timely work done. Contact the brands and creators for the event invite. Film and edit reels and other posts and stories. Ensure all the content posting is done according to the GANTT chart. Generate reach on social media platforms so that more of the crowd is attracted to the event.

- Sales associate**  
Charles and Keith | Sep 2021 - May 2022  
Greet and assist customers with product inquiries. Actively promote sales and special promotions to customers. Maintain a clean and organised store environment. Restock shelves and merchandise as needed to ensure availability. Assist with visual merchandising and product displays.

- Product Photography and Digital Marketing**  
Chocobrat Patisserie and Only Calories Cafe | Jan 2020 - Aug 2023  
Click pictures and shoot videos of the products. Manage Social Media platforms including timely and active stories, posts and reels. Ideate offers and giveaways with the company to be posted. Manage the crowd at the front desk, taking up orders and managing the cash flow.

## Education & Training

---

2023 - 2024 ● **University of Westminster**  
BA (HONS), Fashion Business Management

2021 - 2023 ● **FAD International**  
Undergrad, Fashion Business and Communication