



# Simran Seth

Luxury Branding Intern

📍 Boston, MA, USA

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## Languages

English

## About

BRANDS WORKED WITH

ESTEE

Tiffany & Co.

## Experience



### ● Client Development Intern

Tiffany & Co. | Sep 2023 - Dec 2023

- Collaborated with the Director of Client Development to conduct market research on luxury retail and consumer behaviors, understand the luxury brands landscape, and assist with projects to improve understanding of client interactions
- Demonstrated strong analytical and innovative thinking skills to assess the luxury goods industry, Tiffany's weekly, monthly, and quarterly sales reports, and employee engagement opportunities through compelling presentations and spreadsheets
- Displayed energetic and problem-solving aptitude to improve client services by designing an employee toolkit project for 300 client advisors in the Northeast focused on accelerating client outreach
- Maintained excellent written and verbal communication skills when working to assist Tiffany's team on client development projects and initiatives while meeting and exceeding expectations

### ● Market Research Intern

ESTEE | Jun 2023 - Aug 2023

- Presented 3 brand strategies for business growth to the Head of Asset Management for their US long equity retail product and displayed a collaborative approach to exceed internship goals
- Collaborated cross-functionally with associates to learn about the hedge fund industry and assess ambiguous global market activities for comprehensive market analysis
- Dedicated time to understanding client behavior through user research, survey design, analyzing data from 20 Business Network International members, and becoming a sales point of contact
- Built relationships with 52 potential clients through executing interpersonal savviness

## Education & Training

2021 - 2024

### ● Boston University

Bachelor of Science in Business Administration,