



# Rhea Mathew

Masters student at London College of Fashion, UAL

London, UK

[Portfolio link](#)

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## Links

[Website](#) [LinkedIn](#)

## Languages

English (Fluent)

Hindi (Fluent)

## About

As a dedicated creative leader, I possess a strong aptitude for effective communication, strategic planning, and art direction. Driven by artistic vision and meticulous attention to detail. Proficient in planning and executing multi-faceted campaigns that propel brand success. Expertise includes in-depth market research, plan optimization, and captivating viral content creation.

Additionally, I hold a background in Student Fashion Communication & Styling, completed a Digital Marketing course from BoF Education, and am currently pursuing my Master's in Strategic Fashion Marketing at the London College of Fashion, UAL.

### BRANDS WORKED WITH

Almost Gods

London Fashion Week

Megaphone records

Polite Society

## Experience



### ● Communications Manager

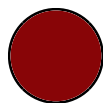
Polite Society | Aug 2022 - Apr 2023

- Orchestrated captivating digital marketing and social media communications, crafting the organization's narrative.
- Devised and executed strategic PR initiatives that amplified brand presence.
- Conceptualized and executed an immersive lookbook and campaign shoot for the latest collection.
- Spearheaded end-to-end collection processes, from inception to marketing strategies and campaign shoots.

### ● Brand and marketing strategist

Megaphone records | Jan 2021 - Apr 2021

- Analyzed campaigns, ensuring alignment with visionary goals.
- Developed business strategies by blending product specifications and market insights.
- Successfully initiated and managed influencer campaigns.
- Pioneered business development strategies, harmonizing product specs, market data, and budget considerations.
- Surpassed deadlines while curating impactful influencer campaigns, forging connections that fueled brand impact.



### ● Marketing And styling intern

Almost Gods | Jul 2020 - Oct 2020

- Conducted comprehensive online research, uncovering market trends and competitors.
- Crafted 300+ personas to identify target audiences.
- Produced authentic content through refined editing and photography skills.
- Implemented innovative marketing strategies, driving social media growth.



### ● Fashion Intern

London Fashion Week | Sep 2019 - Sep 2019

- Elevating models' presence through meticulous accessory choices.
- Executed last-minute styling enhancements for runway looks.
- Engaged audience via strategic social media campaigns.
- Infused models with artistic charisma, adorning them with meticulously chosen accessories.
- Amplified guest interaction via inspired social media endeavours.

## Education & Training

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- 2023 - 2024 ● **London College of Fashion**  
MA, Strategic Fashion Marketing
- 2018 - 2022 ● **Indian school of design and innovation**  
4 year undergraduate degree, Fashion communication and styling,
- 2018 - 2021 ● **University of Mumbai**  
Bachelor of Arts - BA, Sociology,