



# Reeya Dasbasu

Store Assistant

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## Links

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

## Languages

English (Fluent)

Hindi (Native)

## About

Experienced in luxury ethnic and sustainable fashion, I excel in customer interaction, personalised styling, and dynamic retail environments. Proven ability to enhance brand visibility and engagement through strategic content creation and social media management. Passionate about delivering exceptional shopping experiences.

### BRANDS WORKED WITH

UPTOWN DESI

Pallavi Jaipur

## Experience

### ● Marketing Assistant

UPTOWN DESI | Jun 2024 - Now

Working at 'Uptown Desi' - a sustainable fashion label dealing in upcycled apparel and accessories. Developed and executed innovative marketing campaigns targeting Gen Z, emphasizing sustainable fashion trends and inclusive designs. Increased online engagement and brand visibility through strategic content creation and social media management. Published blog articles on sustainable fashion and trends, resulting in a significant increase in site traffic and reader engagement.



### ● Fashion Internship

Pallavi Jaipur | Dec 2022 - Feb 2023

Contributed to design projects for a leading luxury fashion label specializing in traditional Indian wear and Indo westerns. Managed store operations and directly interacted with customers, addressing their needs and ensuring high levels of satisfaction. Provided personalized styling advice to customers and assisted them in selecting outfits to enhance their shopping experience. Coordinated the entire production process and managing intricate garment construction details. Overseeing parcel delivery and logistics to ensure timely and accurate shipments.

## Education & Training

2023 - 2024

### ● BRUNEL UNIVERSITY LONDON

Master of Arts,