

Ananya Bhatt

Luxury Retail Associate

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Languages

English (Native)

Gujarati (Native)

Hindi (Fluent)

Marathi (Fluent)

French (Work Proficiency)

Panjabi (Work Proficiency)

About

Savvy fashion aficionado immersed in the world of high-end luxury. Deeply knowledgeable about premier brands and trends, I bring an unparalleled passion for style and an instinctive understanding of the industry. Eager to contribute my expertise to elevate your brand's prominence.

BRANDS WORKED WITH

Abercrombie & Fitch Co

Anthropologie

Institut Montana Zugerberg

shazé

University of Greenwich

Welex Laboratories Pvt. Ltd.

Experience



● Personal Stylist/Sales Assistant

Anthropologie | Jul 2023 - Dec 2023

- Provided excellent customer service and identified opportunities to upsell and cross-sell luxury items through selected styling.
- Assisted in visual merchandising, ensuring products were arranged attractively to engage customers and encourage sales.
- Providing fashion advice, outfit coordination, and personalized shopping experiences.
- Experienced in color coordination and wardrobe organization



● PR Specialist

shazé | May 2023 - Jul 2023

- Developed and executed comprehensive PR strategies, increasing brand awareness and product sales.
- Organized and managed high-profile fashion shows and events attended by industry leaders and celebrities.
- Leveraged media monitoring tools to analyze and improve PR campaigns, ensuring alignment with brand objectives.
- Collaborated with the creative team to create compelling brand narratives and press materials that resonated with the fashion media.

● Brand Representative

ABERCROMBIE & FITCH | Dec 2022 - Mar 2023

- Communicated product value, quality and style to educate and entice potential customers
- Organized and stocked merchandise to keep necessary levels for sales demand
- Provided customer service using extensive knowledge of promotional products in the store.



● Vice President LGBTQ+ Society

University of Greenwich | May 2021 - Sep 2022

- Organized events, helping the president meet their responsibilities and deadlines.
- Made sure committee members were meeting their standards and keeping them in check.
- Developed strategies that caused awareness to topics like; LGBTQ+ rights, contacted organizations that talked about AIDS.

● PR team Intern/Content Creator

Welex Laboratories Pvt. Ltd. | Jun 2021 - Sep 2021

- SEO (Search Engine Optimization)
- Media monitoring and reporting
- Tracked and updated ad campaigns to cater to latest trends
- Utilized photoshop skills to make website and social media pages more appealing
- Increased viewer engagement by 30% introducing new creative content (eg. Reels)



● of

Institut Montana Zugerberg | Aug 2019 - Jun 2020

- Facilitated, supported, and coordinated all activities of the student council
- Planned, arranged, and chaired weekly meetings with council members
- Developed and maintained cordial relationships with faculty members, non-teaching staff and students

Education & Training

2020 - 2025

● **University of Greenwich**

Master of Pharmacy, Pharmacy

2020 - 2023

● **University of Greenwich**

Certificate of Higher Education, Pharmacy

2018 - 2020

● **Institut Montana Zugerberg**

International Baccalaureate , IBDP

2016 - 2018

● **D. Y. Patil International School**

International GSCE,