



Swathi Reddy Egapuri

Projects and Communications Officer

📍 London, UK

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Languages

Hindi (Fluent)

Telugu (Native)

English (Fluent)

About

As a Communications Officer with a MA Fashion Communications degree from Nottingham Trent University, I am passionate about expressing creativity in the fashion industry. I have nearly three years of experience in customer service and sales, and four months of experience in marketing and social media for a UNESCO City of Literature project.

I have developed excellent skills in luxury goods sales, fashion merchandising, attention to detail, and visual merchandising, which I applied in my previous roles as a Customer Service Manager at Ladbroke's Coral and an Assistant Designer at Shishira Designers. I also led a project for an NGO where I created a new collection and achieved a 50% sales target, demonstrating my ability to work under pressure and deliver results. I have won awards for my ramp walk and dancing skills, showcasing my confidence and flair.

I am a people-centric and eager to please professional, with strong communication and brand representation skills. I am looking for opportunities to use my skills and experience in a Communications Officer role where I can contribute to an organization's success and growth.

BRANDS WORKED WITH

- Burberry
- Ladbroke's Coral
- Nottingham UNESCO City of Literature
- Shishira Designers and Trainings

Experience



● Projects and Communications Officer

Nottingham UNESCO City of Literature | Aug 2022 - Nov 2022

I Support the team in project development, planning and delivery and in all aspects of marketing, communications and social media for our projects, including creating content, writing blog posts.

I Support the planning of 2022 audience consultation, focus groups and surveys.

I Play an active, collaborative role as a key member of the team, working together flexibly to meet project deadlines.

I Support and attend events as and when needed with members of the NUCOL team

● Customer Service Manager

Ladbroke's Coral | Dec 2020 - Apr 2022

Resolved customer questions, issues and complaints efficiently to reach mutually beneficial solutions. Accessing other branch employees in a way to improve our quality on services and interactions with the customers.

Delivered exceptional customer service to grow business, resolve issues and maximize customer experience.

Trained staff on operating procedures and company services.



● Fashion Consultant

Burberry | May 2019 - Nov 2019

Fostered long lasting relationships by actively listening to and understanding complex needs of clients.

Carefully assessed client's current wardrobe style to help create wardrobe improvements and seasonal upgrades.

Improving ourselves with the arrears given on the sessions conducted by head office once in a week

Alongside styling sessions were made in a detailed way and few of the looks I styled were selected as the best looks among all the stores in India during weekly Styling sessions.

Monitored Visual Merchandising of the entire store. Achieved lots of appreciations for the hard work that I have put in for VM management as well as for my Client service

- **Asst. Designer**

Shishira Designers and Trainings | Mar 2017 - Apr 2019

Had an opportunity to lead a whole new collection which was for an NGO. Despite peer pressure, I finished the project on schedule and raised sales by 50%, resulting in massive sales targets.

Supervised production activities to guarantee high work standard.

Kept an eye on inventory and ordered new materials that were needed to accomplish project goals.

Enhanced shop and display appearance utilising seasonal promotions and trends to drive strategy.

Education & Training

2020 - 2021 ● **Nottingham Trent University**

Masters, MA Fashion Communications

2015 - 2019 ● **Hamstech institute of Fashion and**

Bachelors, Bachelors of Design in Fashion