



# Rudraksha Patil

Fashion Advisor

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## Languages

English

## About

With extensive experience as a Keyholder at Kurt Geiger London, I specialise in personalised styling and maintaining brand integrity. Proficient in adapting to diverse retail environments, I excel in offering expert style advice, leading sales teams with enthusiasm, and ensuring an exceptional shopping experience across various fashion sectors.

### BRANDS WORKED WITH

- Babylon Park
- Fashion Intern Wonderland Magazine
- Haruni Fine Jewels
- Helen Anthony and Kim Howells, LFW'23
- Kurt Geiger London
- MFW
- Moss Bros, Liverpool Street London
- The Gem Bank (Sub-brand of Haruni)

## Experience



### ● Keyholder

Kurt Geiger | Sep 2023 - Feb 2024

Provided expert style advice and guidance to Kurt Geiger clientele, offering personalized recommendations on women's accessories and bags to enhance their overall appearance and confidence. Assisted customers in selecting the most suitable attire for various occasions, including formal events, weddings, and business meetings, while ensuring an exceptional shopping experience. Kept up-to-date with the latest fashion trends and product offerings to offer informed advice and recommendations to clients.



### ● Social media marketing assistant

Haruni Fine Jewels | Feb 2023 - Aug 2023

Created visually captivating content, including imagery and videos, and wrote compelling captions to engage the audience on Haruni Fine Jewels' social media platforms. Managed and optimized social media campaigns across various platforms, collaborating with the marketing team to create ad content, monitor performance, and engage with the online community for improved brand presence.

EXPERIENCE

### ● Social media analyst

The Gem Bank (Sub-brand of Haruni) | Apr 2023 - Aug 2023

Prepared comprehensive social media reports for Gem Bank, analyzing key metrics and performance indicators to track the effectiveness of social media campaigns and inform future strategies. Developed thought-provoking content and crafted captivating captions and reels for Gem Bank's social media channels, aiming to engage the target audience and enhance the brand's online presence.



### ● Brand Ambassador

Babylon Park | Feb 2023 - Jun 2023

As a brand ambassador for Babylon Park London, I effectively engaged with customers, providing detailed explanations of the park's gameplay process, rules, and attractions, ensuring a seamless and enjoyable experience for visitors. In addition to brand ambassador duties, I successfully managed the retail section of Babylon Park London, overseeing inventory, assisting customers with purchases, and implementing marketing strategies to drive sales and promote merchandise.

### ● Fashion Intern

Fashion Intern Wonderland Magazine | Jan 2023

Curated moodboards and assisted in styling innovative fashion editorials for the Winter 2023 issue. Liaised with creative heads to execute compelling, trend-aligned stories through inventive styling. Supported mar-

ket research and trend analysis to inform editorial creative directions. Provided shoot assistance - dressed models, steamed garments, ensured continuity.

- **Sales associate and marketing team intern**

| Feb 2022 - May 2022

Vice President - Chintan Makati 9455274391 Assisted in customer orientation and worked towards customer's needs Ensured maximum client satisfaction Floor Supervisor - Monitoring and coaching sales associates, ensuring that the sales floor is properly staffed and merchandised, and responding to customer service issues. Ideation for in-store marketing

- **Mumbai Fashion Week intern**

MFW | Oct 2020 - Feb 2021

Contacted fashion industries, entertainment industry, notes for sponsorship. Dealt with database for sponsors. Idea developments for social media engagement. Managed and volunteered with outreach program. Attended various industry workshops and other events, operated a cash register, processed orders, and collected payments. Executed various administrative tasks, assisted in the inventory management, and collaborated and worked closely with fashion designers and other professionals.

- **Keyholder**

Kurt Geiger London | Sep 2023 -

Independently open and close London flagship store, overseeing procedures that maintain brand integrity. Oversee visual merchandising updates and floor moves to elevate aesthetic to Kurt Geiger standards. Lead sales team of 5, building product knowledge and clienteling skills through coaching. Increased conversion by expertly pairing accessories with client outfits via personalized styling advice. Strictly followed brand guidelines regarding displays, merchandising and customer experience.

- **Styling intern**

Helen Anthony and Kim Howells, LFW'23 |

Collaborated with renowned fashion designer Helen Anthony and stylist Kim Howells for Helen's show at London Fashion Week 2023 as a styling intern. Assisted in creating mood boards to visualize and conceptualize the desired aesthetic and theme for the show, ensuring a cohesive and impactful presentation. Played a pivotal role in the behind-the-scenes (BTS) operations, capturing captivating BTS footage and images, contributing to the documentation of the event and showcasing the process of bringing the collection to life. Additionally, helped in arranging outfits and coordinating jewelry to achieve the desired looks for the models.

## **Education & Training**

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2024

- **Middlesex University**

Bachelor of Arts in Communication,

2020 - 2022

- **Indian School of Design and Innovation**

A-levels CAIE Commerce and Psychology,