



Roohal Zahra

MSc International Marketing and Business Strategies | Textile Design | Social Media Marketing | Retail Assistant

London, UK

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Languages

English (Fluent)

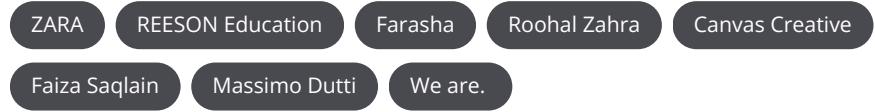
Urdu (Native)

Hindi (Fluent)

About

Experienced retail professional with roles at Zara and Massimo Dutti, adept in stock management, product flow, and customer service. Fluent in English, Urdu, and Hindi, I thrive in dynamic environments ensuring a seamless shopping experience.

BRANDS WORKED WITH



Experience



● Stockroom Assistant

Massimo Dutti | Apr 2024 - Jun 2024

As a stockroom assistant, I have been doing multiple tasks like picking, running the extras & blocked items, running 25 rails to be sent on the shop floor and overall management of the stockroom.



● Retail Assistant

ZARA | Nov 2023 - Mar 2024

Enthusiastic and detail-oriented Stockroom Assistant at Zara, ensuring efficient stock management and seamless product flow to the shop floor. Adept at maintaining a clean, organized stockroom environment and contributing to a positive team atmosphere.

Key Responsibilities:

- Processed deliveries, verifying quantities and ensuring proper storage according to Zara's merchandising standards.
- Maintained accurate stock levels through cycle counts and organized stock replenishment for the shop floor.
- Adhered to strict quality control measures, identifying and handling damaged or faulty items.
- Contributed to a safe and efficient stockroom by maintaining good housekeeping practices and following all health and safety regulations.



● Teaching Assistant

REESON Education | Oct 2023 - Now

Dedicated and adaptable Supply Teaching Assistant with Reeson Education, specializing in supporting students with Special Educational Needs (SEN) across various schools. Skilled in creating inclusive learning environments, providing individualized support, and fostering a positive learning experience for all students.

- Worked within diverse school settings assigned by Reeson Education, supporting teachers in delivering the curriculum to SEN students.
- Developed and implemented differentiated learning strategies to cater to individual needs and learning styles.
- Provided one-on-one support to SEN students, promoting their academic progress, social development, and emotional well-being.
- Collaborated effectively with teachers, learning support specialists, and parents to ensure a holistic approach to student development.
- Maintained accurate records of student progress and communicated effectively with relevant stakeholders.



● Textile Designer

Farasha | Aug 2022 - Sep 2023

● Creative Head

Roohal Zahra | Jan 2021 - Now

Highly motivated and results-oriented Creative Head with a proven track record of leading the entire design, production, and marketing process for a seedling fashion brand encompassing handbags and apparel. Skilled in translating trends into cohesive collections, managing sampling and production, and developing effective marketing strategies that drive brand awareness and sales growth.

Key Achievements:

- Single-handedly spearheaded the design, development, and launch of multiple handbag and apparel collections, ensuring brand consistency and exceeding sales targets.
- Managed the entire sampling process, collaborating closely with vendors to achieve the highest quality standards within budget.
- Oversaw production from initial sourcing to final delivery, implementing quality control measures to ensure product excellence.
- Developed and executed comprehensive marketing campaigns across various channels, including social media, influencer outreach, and public relations, resulting in significant brand awareness growth.



● **Creative Manager**

Canvas Creative | Aug 2020 - Jul 2022



● **Textile Designer**

Faiza Saqlain | Jun 2019 - Jul 2020

● **Retail Assistant**

We are. | Oct 2023 - Jun 2024

'We are' is a fashion exhibition popup for clothes are that are given a second life. As a retail assistant, I not only helped customers but also worked with the management for the smooth setting up of the exhibition as well as smooth functioning of the whole event.

Education & Training

2023 - 2024

● **Queen Mary University of London**

Master of Science - MS,