



# Asha Sonigra

Highly focused and organised with a consistent drive for excellence, motivated to seamlessly bring together all project

Milton Keynes, UK

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## Links

[LinkedIn](#)

## Languages

English (Fluent)

Hindi (Fluent)

Gujarati (Fluent)

## About

A versatile, creative and outcome-focused professional with 9+ years of experience in global event coordination, assistant buying and textile design. Highly focused and organised with a consistent drive for excellence, motivated to seamlessly bring together all project aspects to accomplish transformational change and achieve strategic objectives. A naturally engaging and authentic communicator, skilled in fostering and nurturing productive relationship networks while transforming ambiguity into clear, impactful action while leveraging data-driven insight to influence critical decision-making and promote organisational agility. Looking to secure a position in the Fashion industry by building on existing experience and transferrable skills to bring value to an organisation.

### BRANDS WORKED WITH

De Montfort University

Fat Face

Monsoon Accessorize

Next Retail

## Experience

### INTERNATIONAL COORDINATOR

De Montfort University | Jan 2019 - Now

Manage and deliver up to 4 large-scale global recruitment events annually; source merchandise to maximise brand awareness, perform competitor research to improve differentiation and generate comprehensive reports to evaluate recruitment campaign effectiveness.

§Create marketing materials and purchase B2C and B2B merchandise for the international directorate; maintain strong relationship with UK and Europe based suppliers to ensure quality products, effective cost margins and meet deadlines.

§Develop, coordinate and implement event project plans to support institutional growth initiatives, elevate performance, increase market penetration and deliver enterprise value.

§Fostered and nurtured business-wide internal and external relationships at all levels, including with overseas agents/representatives and schools/colleges in designated markets; maintained open communication channels to uphold transparency and remain accountable for any issues or queries.



### BUYING ASSISTANT

Next Retail | Jan 2017 - Jan 2019

Assisted senior buyers and management teams to positively shape procurement related activity; selected products, managed purchase orders invoices, monitored inventory, prepared budgets and provided administrative support.

§Created and presented a spring/summer collection mood-board to senior buyers and Company Directors:

§Analysed competitor activity, conducted market research and identified upcoming trends to improve buying strategies.

§Utilised data-driven insights to influence critical C-suite decision-making, increase brand exposure and facilitate increases in crucial growth metrics.

§Led to the procurement of a new range of crochet womenswear for the 2019 spring/summer collection.

§Attended events such as Premiere Vision in Paris, The London Textile Fair and trade shows to gain inspiration for the new season collections, purchase samples and network with potential suppliers

### TEXTILE DESIGNER (WOMENSWEAR)

Fat Face | Jan 2016 - Jan 2017

Utilised CAD programmes to design textiles while anticipating potential high-value fashion trends and designs to appeal to target consumer markets.

§Visited manufacturers and attended trade shows to evaluate and assess fabric sample usability; selected appropriate fabrics, embellishments, colours and styles for both garments and accessories.



- **ADMINISTRATIVE ASSISTANT**

Monsoon Accessorize | Jan 2014 - Jan 2016

Functioned as an essential component of the recruitment process for seasonal sales periods while executing operational requirements to enhance internal capability and promote continuous improvement.