



# Radhika Handa

Recent Strategic Fashion Marketing Graduate from London College of Fashion | Pursuing Opportunities in Fashion & Luxury Marketing | Social Media Enthusiast

London, UK

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## Links

[LinkedIn](#)

## Languages

Hindi (Fluent)

English (Fluent)

## About

Passionate storyteller and strategic thinker leveraging 3+ years of experience in creative services, social media, and retail within the fashion industry. Graduated with Distinction from the esteemed London College of Fashion's MA Strategic Fashion Marketing program, eager to make a significant impact in fashion and luxury marketing.

My expertise blends creativity, technical prowess, and interpersonal skills, empowering me to excel in:

- Strategic Conceptualization: Develop compelling brand narratives and campaign ideas.
- Social Media Planning & Content Strategy: Craft engaging content that resonates with your target audience and drives results.
- Digital Asset Creation: Design captivating visuals that align with your brand identity.
- Competitor & Trend Analysis: Stay ahead of the curve and inform strategic decisions.
- Collection Planning & Collaboration: Manage projects from ideation to execution, fostering seamless team collaboration.

Actively seeking opportunities to contribute my skills and passion to a forward-thinking fashion or luxury brand. Connect with me to discuss how I can elevate your brand story!

P.S. Fluent in fashion lingo, but also a great listener and collaborator. Open to learning and excited to contribute to a dynamic team!

### BRANDS WORKED WITH

Astrid & Miyu

Bodice

Dhruv Kapoor

Somya Goyal

## Experience



### ● Stylist

Astrid & Miyu | Nov 2022 - Apr 2023

- Drove sales efficiency through comprehensive understanding of product offerings, leading to consistent achievement of weekly targets
- Increased customer engagement through personalized service and effective communication of promotions.
- Supported the Store Manager by completing reports and maintaining accurate records of Key Performance Indicators (KPIs)

### ● Consultant

Somya Goyal | Oct 2021 - Jun 2022

- Led concept development and shoot planning for AW 22 collection, resulting in 20% increase in sales and positive feedback from clients.
- Created digital assets and pitched brand to multi-brand retailers and international showrooms, generating 5 new partnerships and export orders.
- Streamlined content creation process by coordinating with photographers, models, and stylists to deliver captivating visuals and conducted competitor analysis to ensure on-brand language.
- Established efficient collaboration processes, leading to a seamless execution and a rise in brand recognition



### ● Intern, to Creative Assistant to Founder

Bodice | Nov 2019 - Apr 2021

- Contributed to the successful launch of AW 21 and AW 20 collections, utilizing research, design, and sample production skills to create high-quality pieces.
- Managed all aspects of Lakmé x FDCI Fashion Week's grand finale show,

resulting in a successful event with 1000+ attendees and positive media coverage.

- Streamlined production process by creating technical sketches, supervising tech pack production, and maintaining garment specifications.
- Assisted in international export order production, ensuring compliance with specifications and quality standards.
- Independently developed a fall outerwear capsule collection for domestic markets and events in 2020.
- Managed external consultancy clients and successfully redesigned and audited uniforms for Bird Group, the parent company of Roseate House and iSkate.

#### ● **Student Intern**

Dhruv Kapoor | Dec 2017 - Feb 2018

- Worked extensively on prints, technical sketches and designs for Autumn/Winter '18 collection
- Handled capsule project for kidswear collection collaboration with 'Little Tags', premium online kidswear store.

## **Education & Training**

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2022 - 2023

#### ● **London College of Fashion**

MA Strategic Fashion Marketing, MA Strategic Fashion Marketing

2015 - 2019

#### ● **MIT Institute of Design**

BA (Hons) Fashion Design, Fashion Design; First Class