



Sanskruti Agarwal

Associate Project Manager

📍 London, UK

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Languages

English (Fluent)

About

Results-driven professional with a strong background in strategy, business development, and project coordination. Currently pursuing an MBA with a focus on fashion brand management and leadership.

Having worked on numerous international and cross-cultural projects, my strength lies in connecting with people from diverse backgrounds to launch brands in a new region. On research projects which involved evaluating new market entry options and strategies, I collaborated with partners in EMEA, NA, APAC targeting global brands to enhance the brand portfolio. On other projects, working with varied teams including planning, finance, legal, business, software tech, logistics, warehouse, operations, and marketing has enhanced my interpersonal skills. I have had the opportunity to establish processes as well as improve and enhance the project delivery.

My experience reflects on strong project management skills and methodologies including waterfall, agile and hybrid. I have hands-on experience with Project Management Tools (IBM* IPMA certified), Excel 2019 (certified), Gantt charts, Trello, and Kanban to streamline the procedures and track developments.

Beyond work, I enjoy exploring art museums, scuba diving, parasailing, and traveling. I am always eager to connect with like-minded professionals, collaborate on exciting projects, and explore new opportunities. Feel free to reach out, and let's connect!

Email: sanskruti.agarwal@gmail.com

BRANDS WORKED WITH

Blue Mercury Apparels

FASHOT

IMRG

Jaypore, Abfrl

Little Black Book

Manish Arora

Myntra

Selfridges

sleeve

Soul Clothing

Experience



● Associate project manager

Myntra | Jun 2021 - Jul 2022

- Collaborated cross functionally to identify niche brands, markets and categories and build the brand portfolio
- Evaluated and calculated business viability through margins and discounts landing to retail prices
- Launched globally recognized brands leading to 3X growth of the team (Missguided, Urbanic, Zalora, New Balance etc)
- Presented pitch decks leading to an 80% conversion rate and drew business projections with the planning team for 3-5 years based on the yearly range shared
- Enabled onboarding for all International brands and business development partners



● Graduating Intern – Themed stores

Myntra | Jan 2021 - May 2021

- Myntra For Earth (Sustainable e-Store)
 - Strategized diversification approaches to enhance the store adding to the organization's sustainable activities
 - Built a Marketing campaign and coordinated with multiple teams amplifying e-store traffic by 87%
- Myntra Luxe (Luxury e-Store)
 - Developed presentation deck on launch of Luxury segment for aspirational consumers on the platform

● Buying Intern

Jaypore, Abfrl | Oct 2020 - Dec 2020

Executed backend activities for events increasing the visits on apparel page by 45%

- Coordinated with Inventory team to regulated stock levels leading to a customer return rate of 60%
- Negotiated margins and closed the agreement contract for designer labels



● **Merchant Intern**

Little Black Book | Sep 2020 - Oct 2020

Researched small labels with attractive prices points to sell on the platform and initiated the onboarding process

● **Fashion stylist**

| Jan 2019 - Nov 2019

Conceptualized and styled the SS' 19 print campaign for 5 Inhouse brands shooting on location and studio

- Coordinated with Client, Creative, Sourcing, Photography and Videography team
- Sourced for add-on accessories and footwear for the kids shoot



● **Fashion stylist**

FASHOT | Jan 2019 - Jul 2019

Built styling directives for independent creative shoots for the agency's portfolio

- Worked on creative, campaign and e-commerce shoots for a variety of reputed Indian retail brands and designers
- Contributed creative layouts for Clients social media content
- Independently worked on Flat shoots for Beauty, Intimate wear, Footwear and Electronic Appliances



● **Design Intern**

Manish Arora | Jul 2018 - Sep 2018

Designed and rendered sketches for the SS' 19 collection showcased at Paris Fashion Week

- Developed print and embroidery samples for runway pieces and client orders
- Created sketches for Celebrity pieces worn at Movie Promotions and Burning Man festival



● **Merchandising Intern**

Soul Clothing | Jun 2017 - Jul 2017

Oversaw production activities and prepared a time and action calendar for the SS' 18 collection

● **Summer Intern**

Blue Mercury Apparels | Jun 2016 - Jul 2016

Generated tech-packs and range planning for the capsule collection launching in SS' 17

● **Business strategy and planning MBA Intern**

sleeve | Jun 2023 - Sep 2023



● **Part Time Sales Associate**

Selfridges | Oct 2022 - Jan 2023



● **Data Assistant**

IMRG | Oct 2022 - Nov 2022