



Janhvi Chopra

Marketing Executive

[View profile on Dweet](#)

Links

[LinkedIn](#)

Languages

English (Fluent)

Hindi (Native)

About

With a solid background in fashion marketing, I bring creativity and authenticity to dynamic retail environments. My experience includes managing social media for the Fashion Design Council of India, coordinating with craft artisans, and providing customer service across luxury, premium, and high street categories.

BRANDS WORKED WITH

Abu Jani Sandeep Khosla

anavila_m

#CreativeDignity

Fashion Design Council of India

Mayyur Girotra

Noonsocial

Varun Bahl

Experience



● Social Media Executive

Fashion Design Council of India | Sep 2022 - Aug 2023

Managed the Fashion Design Council of India's social media and digital marketing, including planning, strategy and execution, along with overlooking all PR activities during fashion weeks and events.

● Content Head and Strategist

Noon Social | Oct 2020 - Aug 2022

• 14th - 28th June, 2022 : Participated in and documented 1 5-day Block Printing workshop in Pipar, Jodhpur under USTTAD Project



● Internship

#CreativeDignity | Jun 2020 - Oct 2020

June 2020-October 2020 : Internship at Creative Dignity

● Design Coordinator

Craft and Community Development Foundation | Sep 2020 - Oct 2020

Engaging with artisans from craft clusters to create commercially viable craft products for support during the COVID Pandemic.

● Internship

ORIENT CRAFT SWEATERS, LLP | Jun 2019 - Jul 2019

● SHANTINIKETAN | Jun 2018 - Jun 2018

Research project with Kantha craft cluster in Shantiniketan, West Bengal, India in association with NIFT Kolkata



● Sales Assistant

Varun Bahl | Aug 2020 - Oct 2020

- Maintained in-depth knowledge of the brand's collections, craftsmanship and techniques used, offering personalised styling advice and product recommendations to clients accordingly
- Ensuring attractive visual merchandising displays in line with brand standards and changing them periodically in line with latest collections
- Managing inventory, auditing stock and ordering replenishments as per customer demands - Delivering exceptional customer service and building client relationships by personalised assistance and advice during trials and purchase
- Working alongside the brand team to achieve sales objectives and resolve in-store issues

Education & Training

- 2016 - 2020 ● **National Institute of Fashion Technology**
Bachelor of Design, Knitwear design
- 2015 - 2016 ● **High School**
12th,
- 2010 - 2014 ● **Middle School**
10th,