



Aditi Verma

SALES ASSISTANT

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## Languages

Italian

Hindi

English

## About

As a seasoned Sales Associate, I provide exceptional customer service through personalised styling advice grounded in current fashion trends. My adaptability and deep understanding of retail operations, including stockroom management and online order fulfilment, make me an asset for temporary roles.

### BRANDS WORKED WITH

Cream PR

Hemant and Nandita

Images Business Of Fashion Magazine

Lacrom

Mentored Research

Whistles

## Experience



### SALES ASSISTANT

Whistles | Oct 2022 - Now

Provide exceptional customer service by offering personalized styling advice and fashion recommendations to customers. Assist customers in creating stylish and cohesive outfits by showcasing a deep understanding of current fashion trends and the Whistles brand aesthetic

### ASSISTANT PR & COMMUNICATION MANAGER

Hemant and Nandita | Nov 2019 - Mar 2020

BRANDS- Hemant & Nandita, Rococo Sand ONLINE STOCKISTS- Revolve, Bloomingdales, Saks Fifth Avenue, Nordstrom, Harrods Working closely with the designer herself in development of social media strategy Organizing and coordinating campaign photoshoots Handling celebrity sourcing requests Budgeting of photoshoots LIFESTYLE AND FASHION PR INTERN



### PR INTERN

Cream PR | Jul 2019 - Aug 2019

CLIENTS- Ted Baker, Buffalo London, Hotel Dylan, Fraenck, Loes Vrij, Tamaris, Van Gills, Brax Social Media Management Sustainability Project Research & Handling Organizing press events, press kits, press releases Blog posts Maintaining client, influencer relations



### MARKETING & COMMUNICATION INTERN

Lacrom | Sep 2018 - Oct 2018

Creating Newsletters for the brand E. Marinella Designing Editorial plans. Research and Competitor analysis of brands Optimizing SEO content

### TRAINEE EDITOR

A FASHION STARTUP | Jul 2017 - Sep 2017

Assisting in creating marketing strategies Developing and building relationship with customers Selling plans to potential customers

TRAINEE EDITOR



### SUMMER INTERNSHIP

Mentored Research | Apr 2016

Dealing with numbers and recognising the financial position of the company Maintaining Proper Excel with company's financial position

### Images Business Of Fashion Magazine |

Generating Content Taking Interviews from retailers for stories Editing Stories, Proofreading Part of Editing team for Malls of India Book (7th Edition)

## Education & Training

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- 2022 - 2023 ● **London College of Fashion, University of the Arts London**  
MASTERS IN FASHION ENTREPRENEURSHIP AND INNO VATION,
- 2017 ● **Domus Academy**  
Master of Management,
- 2014 ● **Gargi College, Delhi University**  
BACHELORS IN COMMERCE,