



Nikitha Baiju

Fashion Consultant | Styling and Image Design | Fashion Retail

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Languages

Hindi (Native)

Malayalam (Basic)

English (Native)

Kannada (Fluent)

About

Experienced in representing renowned brands, styling clients, visual merchandising and facilitating seamless buying journeys, I bring a blend of customer-centric focus and operational excellence to the retail environment. Backstage, I efficiently managed product processing and inventory management, ensuring smooth operations at tills and fitting rooms contributing to an exceptional customer experience and achieving the store's KPIs. I am actively seeking a role within a dynamic business environment that values strong interpersonal skills and fosters collaborative teamwork. Committed to advancing in the retail sector, I bring analytical acumen, a passion for fashion, and a dedication to excellence, poised to deliver impactful outcomes for the organization.

BRANDS WORKED WITH

Selfridges

Nykaa Fashion

AllSaints

White Rose

Michael Wisher

Experience



MERCHANDISER - CONSULTANT

Nykkaa Fashion | May 2023 - Aug 2023

1. Successfully maintained project plans for new product development and launch, ensuring timely completion and adherence to guidelines set up by my reporting manager.
2. Effectively identified and collaborated with suppliers, negotiating delivery dates, pricing, sampling, and managing expectations to ensure smooth operations.
3. Diligently sourced and curated market data and incorporated it into buyer presentations by regularly conducting thorough market research, and analysing consumer trends, competitor activities, and market demands, enabling the sales team to make informed decisions and help launch new products and product categories.
4. Actively contributed to the e-commerce website by providing valuable data, images, and product copy for optimised listings to increase online visibility and achieve higher conversion rates.
5. Meticulously managed and organised technical data, ensuring accurate and up-to-date file management and helped identify inventory discrepancies to ensure corrective measures were implemented.



STYLIST

AllSaints | Sep 2022 - Jan 2023

1. Represented the brand to clients & styled them at every stage of the buying journey.
2. Worked backstage to get the products unpacked & processed and served at the tills and fitting rooms.
3. Acquired good product and brand knowledge and awareness of the current trends.
4. Contributed to helping the store reach its KPIs through sales and daily operations.
5. Maintained the store's standard and assisted with inventory management and visual merchandising.



VISUAL MERCHANDISER

White Rose | Aug 2022 - Sep 2022

1. Volunteered to assist the Online team with Social Media Marketing. Tasks included videography, photography & copywriting for the organisations social media handles.
2. Brief introduction to e-commerce platforms like Shopify to handle & analyse online & retail sales.

VISUAL MERCHANDISER



RETAIL ASSISTANT

Michael Wisher | Nov 2021 - Apr 2022

Education & Training

2022

- Nottingham Trent University

BA(HONS.) INTERNATIONAL FASHION BUSINESS,