



# Divya Thukral

Jewellery specialist

London, UK

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## Links

[LinkedIn](#)

## Languages

Polish

English

## About

• A multifaceted marketing and branding person with more than five years in the Jewellery Industry • Have experience in digital marketing, brand management, digital marketing and event management • Am adept at using Insta, Facebook as well as other social media tool to create a buzz that leads to client conversion and revenue generation. • Have a global exposure. • Have organised multiple events and shows resulting in high footfall and client conversion. • Have also been responsible budgeting, planning and team management • PERSONAL PROFILE • Have a graduate degree in Jewellery Design, from UK and have over five years of experience in all aspects of gemmology and jewellery designion to conception • Detail-oriented professional with strong multitasking and interpersonal skills. Global Exposure: • Worked on the Machine and Polish Exploration Project in New York, USA • Studied at the Nottingham Trent University, UK

### BRANDS WORKED WITH

D'eve Jewels

International Foundation of Fashion Technology

Mirari International Pvt. Ltd.

## Experience

### ● Jewellery specialist

D'eve Jewels | Jan 2016 - Now

Key Deliverables:

- Head the marketing and branding efforts and Interacting with clients to understand/recognise their needs & choices and recommending contemporary designs according to their taste
- Organise events in areas of high footfalls such as 5 star hotels, Jewellery fairs, women centric fairs etc
- Leverages expertise in recognising innovative & attractive jewellery products to ensure conformity with brand aesthetics and target-costs
- Responsible for sales & activity on all social media platforms of the company Ensuring accuracy in designs and adherence with clients' instructions & feedback
- Modifying and integrating new features in samples with creativity & innovation to ensur high sales value
- Providing technical precision throughout the process, from developing the prototype to receiving clients' approval
- Designing jewellery in commensuration with the precise price points, based on the cost of goods & pricing level
- Coordinating with finance teams to discuss & finalise actual costs and budgeting costs PREVIOUS EXPERIENCE

### ● Designer

International Foundation of Fashion Technology | Mar 2012 - Jun 2012

### ● Designer

Mirari International Pvt. Ltd. | Mar 2011 - Jun 2011

Nov 2011 Color In The Rough, United States of America