



Aparna Patel

Social Media Designer

DVR Layout, Hennur Gardens, Bengaluru, Karnataka 560043, India

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Languages

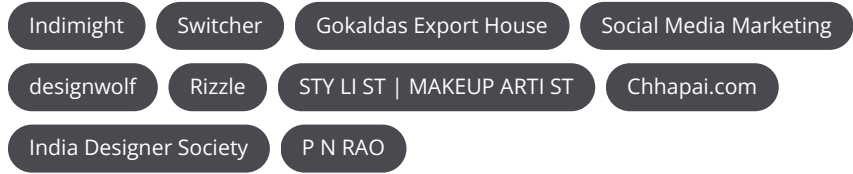
English (Work Proficiency)

Hindi (Fluent)

About

With extensive experience in fashion design and retail, I excel at customer engagement and sales. My background includes sustainable collection development, trend analysis, and collaboration across teams. Fluent in English and Hindi, I adapt quickly to diverse retail environments.

BRANDS WORKED WITH



Experience

● Assistant Manager - Design

Indimight | May 2024 - Now

Dynamic and results-oriented professional with extensive experience in digital marketing, creative direction, and product development. Currently excelling as an Assistant Manager - Design at Indimight, driving the success of high profile projects for both client and in-house brands.



● S ENIOR FASHION & DIGITAL EXECUTIVE

Switcher | May 2022 - Now

Leveraging fashion design expertise, I lead sustainable collection development at Switcher. Through innovative design and eco-friendly practices, I drive impactful content, advancing brand sustainability goals. Fashion Design: Spearheaded the design and development of multiple sustainable fashion collections, blending creativity with sustainability like "Conscious Collection (PET Bottle recycle)", "Yoga wear (Refibra)", "bamboo collection (Bamboo)" Conducted extensive research into sustainable materials, techniques, and production methods to minimize environmental impact while maximizing style and functionality. Implemented innovative design concepts and techniques, such as zero-waste, upcycling, and eco-friendly dyeing processes, to promote sustainability in fashion. Worked closely with cross-functional teams to align design objectives with brand values, marketing strategies, and customer preferences. Presented collections at industry events, trade shows, and fashion exhibitions, showcasing Switcher's commitment to sustainable fashion and eco-conscious design like Textile Fair India, Yarnex- India international yarn exhibition Content & Strategy: Led content creation and marketing strategies, integrating data for optimized campaigns. Used data-driven insights to refine content strategies and improve performance. Creative Leadership: Directed design from research to production. Developed sustainable fashion collections with eco-friendly materials. Stayed current with industry trends, incorporating new design techniques. AI-Powered Content Creation: Used AI tools for content and creative generation, enhancing efficiency and quality. Team Leadership & Collaboration: Fostered cross-functional teamwork and coordinated with vendors and the Swiss team. Language Translation Challenge: Created content in English and translated it accurately into French, German, and Italian. Migration & Data Insights: Assisted in website migration and content updates. Tested and refined content and creatives for the new theme. Coordination with Swiss Team & CEO: Worked with the Swiss team and CEO to refine brand strategies and enhance market presence. P&L Management & Sales Target: Monitored P&L, contributed to sales forecasting, and optimized resources for ROI. Analyzed and improved campaign effectiveness. Overall Contribution: Integrated creative vision, strategic planning, and data insights for brand growth. Led team and vendor coordination, fostering innovation and teamwork. Navigated digital challenges to achieve measurable results.

● FASHION DE SIGNER

Gokaldas Export House | Jan 2022 - Apr 2022

Gained hands-on experience in fabric selection, pattern making, and client presentation, leading major projects such as ANAwhile meeting NIFT standards, showcasing creativity and technical proficiency. Major Projects: Led design process for ANA, focusing on trend research, product development, and adherence to brand guidelines. Executed personal project "Fresh Meadows" for NIFT, for Jury learnings to garment manufacturing.

Learning & Responsibilities: Acquired knowledge of fabrics, stitches, patterns, etc., involved in garment production. Managed end-to-end processes from research to final garment presentation. Presented designs to clients, emphasizing comfort and trendiness. Achievements: Successfully delivered projects for ANA, contributing to product innovation and brand image. Demonstrated creativity and technical expertise in personal project, meeting NIFT guidelines and industry standards.



● FASHION DE SIGN FACULTY

Social Media Marketing | Jul 2021 - Dec 2022

Led multifaceted roles encompassing fashion design instruction, strategic lead generation, and dynamic social media marketing, driving increased footfall, student engagement, and brand visibility. Fashion Design Faculty Role: Taught fashion design concepts and techniques, fostering creativity and skill development. Organized workshops and seminars to enhance industry exposure for students. Marketeer & Lead Generation Role: Developed strategies for footfall conversion via tele-calling campaigns and workshops. Collaborated with faculties to organize cross-disciplinary workshops, boosting engagement. Digital Marketing Initiatives: Implemented social media and to showcase offerings and attract students. Optimized lead generation strategies to maximize ROI and enhance brand visibility. Achievements: Increased footfall and conversion rates through strategic marketing initiatives. Enhanced student engagement and learning outcomes via innovative workshops. Boosted digital presence and brand awareness, driving overall growth.



● INT ERNSHIP

designwolf | Jun 2021 - Aug 2021

Adapted to remote collaboration, mastering advanced fashion concepts and curating the "Fika" collection with local artisans. Recognized for sustainable fashion endeavors, gaining certifications in fashion analytics, trend forecasting, and digital pattern making, while honing remote teamwork skills. Challenges Faced: Adapting to remote collaboration and learning during the pandemic. Understanding advanced fashion concepts and incorporating them into designs. Techniques Employed: Studied fashion analytics, trend forecasting, and digital pattern making, and curated the "Fika" collection with local artisans. Collaborated with local artisans to curate sustainable fashion collection. Recognition/Leanings: Collaboratively curated a sustainable collection, gaining insights into market research and trend analysis. Learned to effectively collaborate in remote teams and adapt to changing circumstance. Got certified for analytics of fashion professional, fashionomics the fundamentals of fashion economics, fashion trend forecasting, fashion professionals, digital art of pattern making (Clo 3D), T- shape cocooning program for fashion startups, style curator, 3D fashion designing (CLO 3D)



● ED CONT ENT CREATOR

Rizzle | May 2020 - May 2022

Navigated competition, adapted content, collaborated with influencers, gained 1.4M+ views, 21.8k+ followers, honed trend analysis, collaboration, and adaptability skills. @aparnapratelbarbie izzle Challenges Faced: Navigating competitive landscape of content creation industry. Adapting content to follow trends and engage audience. Techniques Employed: Developed unique content strategies to increase visibility. Collaborated with influencers to expand reach and engagement. Participated in competitions to showcase creativity and talent. Recognition/Leanings: Achieved 1.4+ million views and 21.8k+ followers. Enhanced skills in trend analysis, collaboration, and audience engagement. Learned to adapt quickly to changing trends and audience preferences.

- **FASHION DESIGNER**

STYLIST | MAKEUP ARTIST | Sep 2020 - Sep 2020

Fashion Talent Hunt 2021 - Runner Up Overcame resource constraints to craft the "Piyondah" collection, emphasizing sustainability through innovative material repurposing and natural dyeing techniques, earning recognition for ethical fashion practices. Challenges Faced: Overcoming limited resources and financial constraints during college to conceptualize and execute the "Piyondah" collection. Techniques Employed: Emphasized sustainability by repurposing waste materials like muslin and vegetable dye sacks. Utilized natural dyeing techniques with ingredients such as beetroot and turmeric for eco-friendly colors. Added intricate hand embroidery to each garment, showcasing dedication to craftsmanship. Achievements: Runner Up - Recognized in the most sustainable category of the Fashion Talent Hunt 2021, demonstrating commitment to ethical fashion practices.

- **DESIGN EXHIBITOR**

Chhapai.com | Mar 2019 - Mar 2019

W-LOC 2020 by chhapai.com November 2020 Adapted to virtual exhibition format, utilizing digital tools for effective presentations. Recognized for innovation in fashion design, gaining valuable experience in virtual exhibition practices and digital presentation skills. Recognition/Leanings: Recognized at W-LOC 2020 for innovation in fashion design. Gained experience in virtual exhibition practices and digital presentation skills.

INTERNSHIPS

- **FASHION DESIGNER**

India Designer Society | Apr 2020 - Dec 2020

Overcame COVID-19 challenges, incorporating Button Masala technique, securing 2nd place in "Fashion Designer's Contest - Season 4" with high public voting. Challenges Faced: Competing in an online fashion competition during COVID-19 pandemic. Incorporating innovative techniques and designs into competition entry. Techniques Employed: Integrated Button Masala technique into garment design. Demonstrated creativity and craftsmanship in competition entry. Utilized digital platforms to showcase designs and engage audience. Recognition/Leanings: Awarded 2nd position in "Fashion Designer's Contest - Season 4 with 2nd most number of voting from people

- **Social Media Manager**

P N RAO | May 2024 - Now

Leading digital marketing initiatives for P N RAO, a 100-year-old premium suit brand, by developing and executing comprehensive strategies for social media, paid advertising, and SEO. Overseeing creative campaigns, including in-store photoshoots and content production, to enhance brand visibility and engagement. Strategic Planning: Developing and implementing digital marketing strategies aligned with P N RAO's business goals. Campaign Management: Executing multi-channel digital campaigns, including social media, SEO, PPC, and content marketing. Content Creation: Collaborating with the creative team to produce compelling content that showcases P N RAO's unique offerings. Performance Analysis: Tracking and measuring campaign success, providing insights and recommendations for improvement.

