



# Beepasha Jani

Former Social Media and Marketing Assistant, looking for opportunities within Fashion Industry.

[View profile on Dweet](#)

## Languages

Hindi

English

Arabic

## About

Professional Profile- BA Honors Graduate with a degree in Fashion Business with specialised majors in Buying & Merchandising, Trend Forecasting, Marketing Strategy, Branding, Economics and Financial Management amongst others. Previously hold experience writing articles related majorly in the field of Luxury Fashion Industry Trends & Lifestyle for a digital Magazine. Looking for a career progression to utilize and advance knowledge, skills and experience gained.

### BRANDS WORKED WITH

Erdem

IIFA [International Indian Film Academy]

JAMO Magazine

Nike

## Experience

### ● Social Media & Marketing Intern

Erdem | May 2023 - Now

- Conceptualising content, creating copy, activity calendars and social strategies in order to streamline processes and increase posting efficiency
- Producing reports and gathering press clippings to send to clients, PR agencies and, for post-documentation portfolio purposes
- Creating Graphics for Social Media Posts



### ● Sales Associate

Nike | Oct 2022 - Nov 2022

- customers with product inquiries and purchases in a friendly and professional manner
- a thorough knowledge of the products being sold and their features and benefits
- in regular training and development opportunities to stay up-to-date on product knowledge and sales techniques
- with other sales associates and managers to ensure smooth and efficient store operations
- with inventory management tasks such as receiving and processing new shipments, conducting stock checks, and updating records.

### ● Fashion Columnist Intern

JAMO Magazine | Jun 2022 - Dec 2022

- Wrote & published articles (three per week) on the latest Fashion & Beauty trends, Celebrity Style influences and Trend analysis for the Middle-Eastern Market
- Brainstormed and conceptualized Story ideas alongside team members for special features to be pitched to Editors
- Increased site traffic by 12.88% in 6 months

### ● Fashion Styling Intern

IIFA [International Indian Film Academy] | May 2022 - Jun 2022

- with Fashion show (IIFA Rocks) venue setup (Etihad Arena) to accommodate 17,000 people
- and supported fashion designer duo 'Falguni Shane Peacock' with show fittings and rehearsals
- in dressing duties of 3 models with multiple outfit changes during the show

## Education & Training

2021 - 2021

### ● The Business of Fashion

Certification , Fashion

2018 - 2021 ● **Istituto Marangoni | Manchester Metropolitan University**

BA(Hons) Fashion Business,

2017 - 2018 ● **Indian School of Design & Innovation**

Foundation degree in Communication & Media,