



Isha Arora

Fashion Marketing Student at UAL

London, UK

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Languages

English (Native)

Hindi (Native)

Spanish (Work Proficiency)

About

I am a final year student studying BA (Hons) Fashion Marketing at the London College of Fashion. Through my creative marketing placement at the knitwear brand Chinti & Parker, I have garnered valuable experience working in the industry. Furthermore, my management and organization skills have been developed through running the Fashion Business Society at UAL; certain responsibilities of running this society included arranging social events and hosting guest speaker sessions throughout the academic year.

Aside from the aforementioned experiences, I enjoy other creative tasks such as writing, photography, and digital art. I compile these different forms of creativity on my website: Arora Angles. This website has enhanced my creative eye and ability to curate creative content, and has allowed me to explore the art of storytelling through different mediums.

BRANDS WORKED WITH

Arora Angles

Chinti & Parker

Dew Solutions Pvt Ltd

Fashion Business Society

imrg

Valiram

Experience



Artist

Arora Angles | Mar 2021 - Now

The content on Arora Angles varies from photography, fashion, and poetry. Arora Angles focuses on the art of storytelling; a space where anything is possible.



Creative Intern

Chinti & Parker | Jul 2022 - Jun 2023

As the creative intern, I was responsible for various tasks within the company. Firstly, I worked with visual assets—which included building blog posts to increase SEO for the website, developing any affiliate marketing assets, and helping with graphic design-based posts for social media. Additionally, I helped with Pinterest marketing and certain e-commerce-related tasks for the brand.

President

Fashion Business Society | Sep 2021 - Jun 2022

The Fashion Business Society (FBS) at UAL met bimonthly to do a range of activities, collaborations with other societies, and guest speaker sessions. As the president, I was responsible for managing and handling the logistics of FBS. Furthermore, I conducted Q&A sessions with the guest speakers which were related to fashion business topics.



Data Collector

imrg | Nov 2021 - Nov 2021

I participated in a data collection program for IMRG—which focused on retail trends leading up to Black Friday.

Intern

Dew Solutions Pvt Ltd | Jul 2021 - Aug 2021

For this internship, I was in charge of handling Cilory's Facebook and Instagram accounts. Cilory is a fashion e-commerce platform that is part of the parent company: Dew Solutions Pvt Ltd. I first did a shared media audit and then proceeded with creating new content for their social media platforms.



- **Marketing Internship**

Valiram | Aug 2021 - Aug 2021

Valiram is a retailer for many brands across various countries. For my internship duration, I worked under the digital marketing team for Steve Madden Malaysia.

Education & Training

2020 - 2024 ● **London College of Fashion, University of the Arts London**
BA (Hons),

2019 - 2019 ● **London College of Fashion, University of the Arts London**
Short Course: Fashion Portfolio Preparation,

2019 - 2019 ● **Central Saint Martins, University of The Arts London**
Short Course: Street Fashion,

2018 - 2020 ● **The International School of Kuala Lumpur**
International Baccalaureate (IB) Diploma,