



Malavika Dalvi

Luxury Retail Management and Operations | Creative Copy-writing | Social Media Marketing | Style Consultation

📍 London, UK

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Languages

English (Native)

French (Basic)

Hindi (Native)

Marathi (Native)

Gujarati (Work Proficiency)

About

Highly skilled professional with expertise in Retail Management and Operations, Consultancy, Art Direction, and a keen interest in Content writing. Passionate about Fashion, Food and Travel, I bring a creative and strategic approach to enhance brand narratives and engage customers. Proven track record of successful projects with a strong understanding of industry trends and consumer behavior.

BRANDS WORKED WITH

Stayble Livings

Kate Spade New York

Swarovski

Masala Junction

Myntra

Prémya by Manishii

Hungroz Ventures Pvt. Ltd.

Aadi-Anant Herbs Pvt. Ltd.

Experience

● Co-Founder

Stayble Livings | Feb 2024 - Now

As a Co-founder of Stayble Livings, I am passionate about redefining the landscape of property management and short-term rentals across London and the neighboring areas. At Stayble Livings, we are dedicated to providing property owners with innovative solutions to maximize their rental income and streamline their property management experience.

Our company specializes in offering comprehensive rental management services, catering to property owners who seek hassle-free solutions for their rental properties. From property optimization to guest satisfaction and cleaning and maintenance, we strive to deliver exceptional service tailored to the unique needs of each client.

With a focus on professionalism, transparency, and personalized attention, we aim to exceed expectations and build lasting relationships with our clients. At Stayble Livings, we believe that success is measured not only by financial gains but also by the satisfaction and peace of mind of our clients.



● Supervisor

Kate Spade New York | May 2023 - Feb 2024

Directed daily store operations, optimizing Sales Performance and KPIs by implementing efficient opening/closing procedures, cash handling, and enhancing Visual Merchandising. Implemented a customer-centric strategy using CRM tools and Email marketing campaigns, resulting in a 20% increase in customer engagement and a 15% boost in sales from personalized guidance for clientele.

Managed and trained a team of sales associates, creating a motivated environment that led to exceeding sales targets by 20% quarterly. Leveraged CRM data and trade report analysis to develop data-driven strategies, resulting in a consistent 15% improvement in sales performance and surpassing targets.

Elevated customer satisfaction by addressing customer inquiries, resolving issues and concerns, resulting in a 15% increase in positive feedback and repeat business. Employed clienteling techniques to nurture long-lasting customer relationships.



● Keyholder

Swarovski | Oct 2022 - May 2023

Led opening and closing procedures, ensuring security protocols were followed and the pop-up operated smoothly during working hours.

Managed cash handling procedures, including reconciling daily cash transactions and depositing funds securely at the bank, maintaining

accuracy and accountability in financial operations.

Trained and supervised new team members on brand policies and procedures, fostering a cohesive and knowledgeable team environment while upholding brand standards for customer service excellence.



● Crystal Consultant and Stylist

Swarovski | Jun 2022 - Oct 2022

Assisted 300+ customers monthly in selecting and styling Swarovski crystal products, achieving a 95% customer satisfaction rating. Managed a portfolio of 20+ high-value clients, resulting in a 15% increase in repeat business through personalized product recommendations and exceptional service.

Collaborated with the Visual Merchandising team to maintain an organized and aesthetically pleasing store layout.

Generated £100,000+ in monthly sales by leveraging product knowledge and effective upselling techniques.



● Assistant Stylist

Myntra | Jan 2021 - Mar 2021

Assisted in Fashion styling, from mood and inspiration boards to sourcing and coordination for Myntra Insider Masterclass Season 4, ensuring the seamless execution of 10+ styling sessions and workshops with renowned industry experts.

Contributed to social media marketing during the masterclass, capturing behind-the-scenes moments and assisting in creating engaging posts, leading to a 30% increase in online followers and event visibility.

Provided integral support in event management, including organizing logistics, coordinating with vendors, and ensuring a smooth and successful execution of the Masterclass, attended by 500+ participants.

● Campaign Stylist

Prémya by Manishii | Nov 2020 - Dec 2020

Provided hands-on assistance in draping and styling for photoshoots, contributing to the successful execution of its themed campaign shoots.

Collaborated with the hair and makeup team to create cohesive looks for campaign shoots, ensuring the flawless presentation of models and achieving a 95% client satisfaction rate.

Generated and contributed creative ideas for marketing campaigns in line with current trends, resulting in a 20% increase in engagement on social media platforms through captivating visuals and strategic content promotion.

● Content Writing and Social Media Marketing

Hungroz Ventures Pvt. Ltd. | Oct 2020 - Nov 2020

Executed impactful logo designs and creative branding solutions for Hungroz Ventures, resulting in the successful launch of 10+ visually compelling and cohesive brand identities.

Collaborated with a cross-functional team to formulate marketing campaign strategies, leveraging trend forecasting. Introduced innovative branding concepts resulting in a 20% increase in brand recognition.

Worked closely with clients to comprehend brand requirements, delivering impactful sales presentations. Maintained regular updates, achieving a 15% improvement in client satisfaction scores. Incorporated client feedback to refine deliverables, leading to a 25% increase in positive referrals.

- **Content Writing and Digital Marketing**

Aadi-Anant Herbs Pvt. Ltd. | Sep 2020 - Oct 2020

Developed a comprehensive marketing strategy for Aadi-Anant Herbs Pvt. Ltd., including creating the company's logo, visual identity, and brand guidelines from scratch, establishing a strong and distinctive brand presence in the market.

Oversaw the planning and execution of promotional campaigns through content strategising, email marketing, including digital marketing initiatives, social media campaigns, and offline marketing collateral, resulting in a 30% increase in brand awareness and customer engagement.

Education & Training

2021 - 2022 ● **Nottingham Trent University**

BA(H) International Fashion Business,

2018 - 2021 ● **Pearl Academy**

Advanced Diploma in Fashion Styling and Image Design,

2018 - 2021 ● **Indira Gandhi National Open University**

Bachelor of Arts - BA,

2016 - 2018 ● **D. G. Ruparel College**

Associate's degree,