

## SHREYA JUNEJA

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### INTRODUCTION

I, Shreya Juneja write to obtain a challenging role in a professional environment where my skills, expertise and knowledge in fashion field will help in growth and success of your firm and also enhance my knowledge further. I hope that my qualification and expertise will provide ample proof of my caliber and would convince you of my suitability for the post.

### EDUCATIONAL QUALIFICATION

Name of Institution	Course	Duration
Regents College, London	MA Global Management (Marketing)	SEPT 2010 – JUNE 2012
Jai Hind College, Mumbai	B.A Economics Hons	JUNE 2006 – JUNE 2009
Maharani Gayatri Devi Girls School, Jaipur	12 <sup>th</sup> (Commerce)	APRIL 1995 – MARCH 2006

### PROFESSIONAL EXPERIENCE

Name of organization	Description	Position	Roles and responsibilities
<b>Social Media Influencer</b>	<i>Blogging, content writing and social media management for</i>	Founder	<i>1. content writing 2. social media management 2. ad campaigns</i>

Nov 2013 - Jan 2021  Dubai	<i>lifestyle, health, beauty and fashion brands in Dubai and India.</i>		<i>3. content creation and photoshoots</i> <i>4. live videos</i> <i>5. Product styling and photography</i>
<b>ShopViolla</b> Nov 2013 – June 2019  Dubai	Business management, online sales and social media marketing for online portal – www.shopviolla.com	Founder	1. Content writing 2. Administration 3. Marketing 4. Social media management
<b>KPMG</b> (July 2009 – June 2010)  Mumbai	Research and comparative analysis of margins for companies in transfer pricing (Taxation)	Research analyst	1. Comparative analysis and research for companies in transfer pricing (taxation department) 2. Calculating and comparative analysis of profit margins of companies.

### **Achievements**

- Blogging and social media campaign for beauty, food, lifestyle and fashion brands.
- Sales and marketing for bridal couture designer – Suzanna & Sophie Dubai.
- Personal shopper, customisation of garments and consultancy for clients in Dubai.
- Celebrity styling and designing for four years for television personalities for products shoots, you tube channels, launch events and red carpet.
- Celebrity management as well as pitching brands for television actresses and influencers in India for social media promotions.

### **OTHER SKILLS**

1. Fashion, product and celebrity styling
2. Fashion Photography & Blogging
3. Microsoft Office and excel
4. Designing
6. Languages known - Hindi, English

### **HOBBIES**

1. Travelling
2. Music
3. Photography
4. Swimming