

# POOJA SHREE NANDAGOPAL

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Contact: +971582824051



- Post - Graduate in Marketing from Heriot Watt University.
- International Fashion Marketing, fashion technology.
- Specialized in the fields of digital marketing, buying and merchandise management, new product development, international strategic marketing, marketing logistics, branding and communication.
- Trained to handle the above subjects in any tasks given.
- Highly motivated, enthusiastic and creative person to pursue my ideas with great interest in the fashion and luxury industry.
- Quick learner and can develop myself very smartly in a team.
- Given a chance, would prove myself organized and sufficient for the role given aptly.



## Professional Experience

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**FEB'20 – NOV'20 WITH KAMAL OSMAN JAMJOON- MIHYAR, DUBAI AS ASSISTANT FASHION DESIGNER – UAE**

NOTABLE ACCOMPLISHMENTS:

- Identified trends and styles for 2021 MEN'S WEAR collections
- Designed Thobes for different occasions, lounge wear and casual wear
- Created sketches for men's accessory collections using Corel draw

**JUNE'19 – SEP'19 WITH LANDMARK GROUP – BABYSHOP, DUBAI AS FASHION DESIGN INTERN – UAE**

NOTABLE ACCOMPLISHMENTS:

- Identified trends and styles for 2020 collections
- Created inspirations, themes and designs for baby, toddler and older girls- both collections and basics using adobe illustrator
- Created fashion trend report for 2019
- Designed accessory collection for older girls using adobe illustrator
- Created tech packs and art worksheets for developed design ranges
- Have done online (PLM) uploads for many design ranges and catalogue

**OCT'18 – NOV'18 WITH JOLLYCHIC, DUBAI AS GRAPHIC DESIGNER – UAE**

(Largest e-commerce platform with all fashion brands in the middle east since 2012)

NOTABLE ACCOMPLISHMENTS:

- Created visual concepts using computer software such as adobe illustrator, photoshop.

- Communicated ideas to inspire, inform and captivate consumer market.
- Developed overall layout and production design for online display and advertisements.
- Analyzed the company products to the competitor's products in the market with collective information to display on the website.

### **MAR'18 – AUG'18 WITH KNIT PRIME, TIRUPUR AS MERCHANDISER – INDIA**

(EXPORT- ORIENTED ORGANIZATION IN FABRICATION OF READY-TO-WEAR KNIT GARMENTS SINCE 1990)

#### NOTABLE ACCOMPLISHMENTS:

- Planned, prepared product ranges and sales with buyers.
- Maintained a comprehensive library of appropriate data.
- Produced layout plans for the stores.
- Working with buying teams to forecast trends and plan stock levels.



## Education

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### **Masters, International Fashion Marketing ( 1 year)**

Heriot Watt University

Dubai, United Arab Emirates.

Graduated, Nov 2019

### **Bachelors, Fashion Technology (4 years)**

Kumaraguru College of Technology

Coimbatore, Tamil Nadu, India.

Graduated, April 2018



## Career Highlights

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Had different industrial visits. Participated around competitions during Under Graduation. Able to effectively coordinate tasks to complete projects with timeliness and creativity.

#### Undergraduate

- Had my main project on "OPTIMISATION OF CELLULOSE EXTRACTION FROM AGRO-WASTE FIBRES FOR USE FOR USE IN HYGIENE PRODUCTS".
- Participated at "FEVICRYL" Workshop.
- Participated at "DESIGNING CHEST PRINT" event and "SCIENCE FEST 2015".
- Organized "Fabric Manipulation Event" and "PORTFOLIO FOR APPAREL PRODUCT DEVELOPMENT" by Department of Fashion Technology.
- Appreciated for Outstanding performance in "VJ HUNT" 2016.
- Seminar on "SUSTAINABLE APPAREL PRODUCTION" 2017.

- International Seminar on “ADVANCE IN SPINNING AND WEAVING MACHINES”.

#### Postgraduate

- Presented an individual buying plan for FOREVER21.
- Presented branding and communication strategy for a new brand, “Sidrah” to be launched in the UAE market
- Filmed an advertisement for the made-up brand.
- Created a research work on Comparison of decision-making process in luxury female fashion goods between the locals and expatriates in the UAE market.



#### Skills

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- Expert communication
- Expert Observing
- Organization skills
- Product Marketing campaigns
- Cooperative Attitude
- Customer Understanding
- Team Management
- Presentation skills



#### Computer Proficiency

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- MS Office Applications
- Adobe Photoshop
- Adobe Illustrator
- Corel draw



#### Personal dossier

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**Correspondence address:** Dubai Silicon Oasis

**Permanent address:** 13/5, Brindavan Gardens, Manjeshwari colony, Kovilmedu, Coimbatore – 641025

**Date of birth:** 5<sup>th</sup> December 1996

**Nationality:** Indian

**Language:** English, Tamil, Malayalam- Beginner, Hindi-Beginner

#### Declaration

I, POOJA SHREE NANDAGOPAL, hereby declare that the information contained herein is true and correct to the best of my knowledge and belief.

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