

POOJA SHREE NANDAGOPAL

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- 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

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

Masters, International Fashion Marketing (1 year)
Heriot Watt University

Graduated, Nov 2019

Dubai, United Arab Emirates.

Bachelors, Fashion Technology (4 years)
Kumaraguru College of Technology

Graduated, April 2018

Coimbatore, Tamil Nadu, India.



Career Highlights

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 | ● Product Marketing campaigns | ● Team Management |
| ● Expert Observing | ● Cooperative Attitude | ● Presentation skills |
| ● Organization skills | ● Customer Understanding | |



Computer Proficiency

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



Personal dossier

Correspondence address: Dubai Silicon Oasis

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

Date of birth: 5th 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.

