



Daisrree Ramu

MA in International Fashion Management Distinction Graduate | | Marketer - Social Media, Creative, Strategy

📍 Nottingham, UK

✅ Daisrree is **Available to work**

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Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions

Skills

Magento (Advanced)

dash hudson (Intermediate)

Adobe Photoshop (Advanced)

Adobe InDesign (Advanced)

Adobe Illustrator (Intermediate)

Microsoft 365 (Advanced)

Marketing Activation (Advanced)

Event Coordination (Intermediate)

Graphic Design (Intermediate)

Graphic Communication (Intermediate)

Copywriting (Intermediate)

Public Relations (Intermediate)

Photography (Intermediate)

Sales Analysis (Intermediate)

Customer Service (Advanced)

Content Creation (Advanced)

About

I have a strong interest in strategic marketing, mainly focusing on the lifestyle industry. My passion includes strategising out-of-the-box campaigns tailored to different brand identities. My speciality includes content creation and campaign management. I am also an enthusiastic problem-solver and quick learner who will never shy away from a challenge!

BRANDS WORKED WITH

Circle of Style

FashionValet

Experience



● Fulfilment Assistant

Circle of Style | Mar 2022 - Dec 2022

- Ensure daily targets for deliveries and orders are met
- Liaising with suppliers on expected external orders as well as managing follow-ups
- Ensure strict QC is managed to uphold the reputation of the brand and products
- Managing logistics for orders as well as handling issues with Royal Mail
- Helped out on the inventory side of the business with uploading, in-bounding, updating the shelving system, quality check
- Managed ordering supplies and up kept the space



● Marketing Executive

FashionValet | Nov 2019 - Aug 2021

- Campaign Planning
 - Curated weekly/monthly campaigns
 - Events management for PR events & store opening
 - Influencer management, budgeting and gifting - CRM campaign management
 - Campaign ROI & KPI reporting
 - Reported in-depth competitor analysis to ensure that no plagiarism or similarities were seen between campaigns as well as maintaining a competitive edge
 - Handled occasional B2B partnerships for specific collaborations
 - Handled collaboration launch with @yayazahir alone
- Content Creation (Social Media) & Production
 - PIC for all shoot planning and communication materials - graphic banners, social media post, photo/video shoots and any ad-hoc advertising visuals
 - PIC for organising shoots from A-Z which included: creating the mood board, sourcing models/photo or videographers / make-up artists / shoot schedule/catering/location & prop prep
 - Shot and edited content with both iPhone and a DSLR
 - Shot and edited content for TikTok, Instagram, Facebook and Twitter
 - Created visuals and video through Canva, Adobe Photoshop, Adobe InDesign and also various iPhone editing apps
 - Fully handled social media postings, content and customer service
 - Utilised marketing software (Dash Hudson) to organise social media post and measure ROI
 - Copywriting
 - CRM management through planned UGC
- Sales & Inventory Planning
 - Mapped out yearly sales, budgeting and marketing plan for approval
 - Calculated, evaluated and reported weekly inventory levels
 - Calculated and reported month/year to date sales value in comparison to targets
 - Generated marketing/ sale plan for products with high inventory levels / low STR for 3 months - Worked closely with retail and supply chain team to manage inventory distribution and store vs. online performance

• Rebranding Planning (Mel & Molly)

Production Assistance (Advanced)

Budget Control (Advanced)

Social Media (Advanced)

Social Media Marketing (Advanced)

Social Media Communications (Advanced)

Instagram (Advanced)

Canva (Advanced)

Social Media Consulting (Advanced)

Social Media Advertising (Intermediate)

Facebook (Intermediate)

Twitter (Advanced)

Languages

English (Fluent)

Malay (Basic)

Chinese (Work Proficiency)



- Generated a rebranding marketing plan
- Worked closely with brand manager to create a new direction to work towards, this included - new colour, logo, packaging, CRM, tagline, advertising strategy and visual guideline

● Marketing Intern

FashionValet | Apr 2019 - Jul 2019

- Campaign production assistant tasks :
 - Coordinating shoot schedule with the marketing manager
 - Ensuring outsourced contacts are fully briefed before the shoot (photo/videographer, make-up artist, models, in-house team media team and catering services)
- Content creation & social media assistant :
 - Created content independently and sometimes with the marketing executive (photo/video/ art visuals)
 - Identify the target market's ideal communication visuals
 - Content produced: product flat lays, on model shots, infographics, detailed video shots
 - Created captions and posting schedules
 - Proposed ideas for new marketing ideas, visuals, and shoot concepts
 - Assisted in customer service: replied all follower's comments and DMs with any issues
- Influencer planning assistance
 - Proposed influencer list catered to each launch based on suitable aesthetic matching
 - Influencer negotiation between content and rates
 - Ensure influencers receive their items in attractive packaging on time before the launch