



# Shikha Mane

MA Luxury Fashion Brand  
Mgmt student at Nottingham  
Trent University in Notting-  
ham, England.

📍 Nottingham, UK

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## Links

[Instagram](#)

## Languages

Hindi (Fluent)

English (Fluent)

French (Basic)

Marathi (Fluent)

## About

Digital Media Specialist with over 2+ years of experience in Retail and E-Commerce with demonstrated experience in implementing new marketing campaigns, developing content for social media platforms and conducting market research. A self-driven fashion trends enthusiast striving to create, explore and innovate to offer superior consumer satisfaction, whose goal is to become associated with a company where I can utilize my skills and gain further experience to benefit my future while adding to the company's values and objectives. A self-driven, adaptive, solutionist humourous human who wishes to aspire to inspire before we expire.

### BRANDS WORKED WITH



## Experience



### ● Digital Media Executive

WATConsult | Jan 2021 - Jul 2021

Worked as a client servicing executive for the brand: Shoppers Stop at WAT Consult. Handling social media accounts of the brand Collating data for reports & coordinating with the client.



### ● Fashion Intern

RISE Worldwide | Dec 2019 - Mar 2020

Worked as an Intern for Sustainable fashion in the organisation being a part of Lakme Fashion Week S/R 2020. Research analysis for Sustainable Fashion field.



### ● E-Commerce Executive (Business Development Operations)

Lumina Datamatics | Sep 2018 - Jun 2019

Worked under a team for 'Walmart Stores, Inc' US based multinational retail corporation as a part of Business Development. Quantitative and Qualitative Sourcing Sellers for new business for Walmart. Analyzing Social Media & Seller Marketplace for seller performance & authentication.

### ● Sales & Marketing Intern

Laugh Out Loud | Feb 2018 - Mar 2018

Worked as a Marketing and Sales Intern for the company's E-learning product 'LaughGuru' with the help of given consumer database. Implemented and enhanced national marketing initiatives to maximize outreach and sales of their E learning product.



### ● Public Relations Intern

Glad U Came | Aug 2017 - Sep 2017

Worked as a Client Manager in Lakme Fashion Week Aug 17'. Developed and managed communications strategies, plans and budgets with key clients, fashion bloggers, vendors, fashion designers & B- town celebrities.



### ● Digital Marketing Intern

Imagine Health | Apr 2017 - Jun 2017

Worked through Social Media Channels (LinkedIn, Facebook) to gain users for the company's app "HealthCode.io" Collaborated with team members to help expand marketing channels.

- **Research Analysis Intern**

Policy Innovations | Dec 2016 - Jan 2017

Worked on a longitudinal research study for "Sesame Street Organisation" titled 'Perceptions of Parents and Children on Media' that aimed in providing quality feedback to stakeholders regarding the education sector. Collaborated with the leadership team to identify relevant questions and determine best methods of collection.