

# Anushka Baluni

Fashion Analyst & Strategist

Paris, France

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## Languages

English (Native)

French (Work Proficiency)

Hindi (Native)

Italian (Basic)

Russian (Basic)

## About

I'm a fashion student, an avid traveler, a prolific writer and a passionate basketball player.

### BRANDS WORKED WITH

Christian Dior Couture

Heuritech

Imoni Digital Showroom

Pantaloons, Abfrl

Peoplekind

## Experience



### FASHION ANALYST

Heuritech | Dec 2021 - Aug 2022

Collection Strategy: Customizing fashion trends and products as per the client's brand image and style. Data and trend analysis. Consulting: Building Account-Based Marketing reports for potential clients.

### SHOWROOM ASSISTANT

Christian Dior Couture | Sep 2021 - Dec 2021

Visual Merchandising of VIP showroom during buying and merchandising sessions.

### MARKETING AND SALES ASSISTANT (Intern)

Imoni Digital Showroom | Apr 2021 - May 2021

Strategic sales planning for the brands Digital content planning for Website via Shopify.

### PRODUCT DEVELOPMENT ASSISTANT

Pantaloons, Abfrl | Jan 2020 - Sep 2020

Product development and planning Pricing and material analysis



### Marketing Strategist & e-PR

Peoplekind | Sep 2022 - Now