



# Priyanshi Gupta

Marketing Associate

📍 London, UK

✓ Priyanshi is **Available to work**

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## Work Preference

Location: Not looking to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions

## Skills

Quick Grasping (Intermediate)

Marketing (Advanced)

Marketing Strategy (Advanced)

Brand Awareness (Advanced)

Multicultural Marketing (Advanced)

Brand Management (Advanced)

Brand Development (Advanced)

International Marketing (Advanced)

Consumer Behavior (Advanced)

## Languages

Hindi (Fluent)

English (Fluent)

## About

I A diligent & result oriented individual with a demonstrated history of working in fashion industry providing marketing solutions to various brands. A MSc International Management student currently seeking a marketing oriented role in a dynamic organisation for comprehensive career building & skills development by serving in a professional work environment.

### BRANDS WORKED WITH

Reliance Industries Pvt Ltd

Reliance Industries Pvt Ltd - Hugo Boss

Suntwilight

the Communication Council

## Experience

### ● Marketing Associate

Suntwilight | Jun 2018 - Aug 2021

With the help of market research, I was responsible for identifying customers' needs and developing a lucrative proposition to generate sales. Through collaboration with campaign managers and the creative team, I compared and created content to attract the audience on social media platforms. As well as organizing and executing events, such as Christmas, and creating content for multiple online and offline platforms.

### ● Fashion Consultant Intern

Reliance Industries Pvt Ltd - Hugo Boss | Apr 2017 - Apr 2017

I interned at Hugo Boss as a fashion consultant. On a daily basis, I dealt with 30+ walk-ins. In addition, I managed the visual merchandising of the store and drafted the concept for the store's window display.

### ● Corporate Sales Intern

Reliance Industries Pvt Ltd | Jan 2017 - Jan 2017

As an intern at the head offices of Jimmy Choo & Bottega Veneta, I worked in corporate sales. For brand functionality, I visited Jimmy Choo's and Bottega Veneta's stores for updates on new merchandise and events. Moreover, I was able to cater to the needs of specific clients in regards to specific products.

### ● PR Executive Intern

the Communication Council | Jun 2017 - Jul 2017

It was my job to pitch print and digital media publications for publication. Additionally, I have compiled and integrated a comprehensive media list for this purpose. I also maintained a daily record of our client's media coverage and coordinated with them. Further, I helped organize social media launches for new Indian brands.

### ● Fashion Consultant Intern

Reliance Industries Pvt Ltd | Dec 2016 - Dec 2016

My internship at Furla was a great experience. It was my responsibility to understand and help maintain the operations and management of the store. In order to generate sales, I also interacted with 40+ customers daily. Furthermore, I contributed to the store's visual merchandising.