



# Jai Joshi

Luxury Communications, Marketing PR & VIP Events Specialist

London, UK

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## Languages

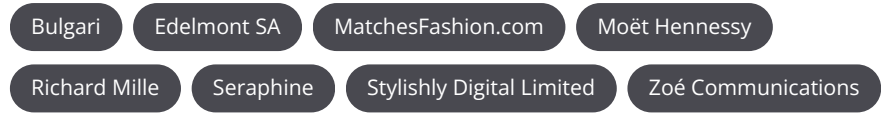
French (Basic)

English (Native)

## About

Luxury Communications, Marketing, PR & VIP Events Specialist. Over 5 years of experience across the luxury watches and jewellery, wines and spirits and the lifestyle sector. Former experiences include LVMH, Moët & Hennessy UK, Richard Mille EMEA and MATCHESFASHION.COM. Exceptional at maintaining key relationships integral to success. These include cross-functional relationships such as international luxury press, influencers, talent managers, internal, external stakeholders, key partners and suppliers. Resilient in building brand awareness and strengthening identity through a 360 approach. Strategic and stellar minded in managing and delivering successful events, activations and partnerships that provide a return of investment to the business.

### BRANDS WORKED WITH



## Experience

### ● Event & Commercial Manager

Edelmont SA | Apr 2022 - Nov 2022

A dynamic role working in a startup company for a new Swiss Fine Jewellery Maison. Reporting directly to the CEO & Founder in Geneva. Split across global events and business commercial development for the brand. Simultaneously building the core marketing initiatives from scratch. This includes Global Brand Image Development, Event & Partnerships, PR & Marketing, Social Media, Website, Sales & CRM Management.



### ● Communications & Culture @LVMH, Moët & Hennessy UK

Moët Hennessy | Feb 2021 - Mar 2022

A multi-functional role that requires a high level of polyvalence supporting a team of four individuals. Working with two Head of Communications and two Communications & Culture Managers. Crafting and delivering the most exceptional experiences, stories, and messages across the entire portfolio. From PR, events, digital and influencer strategy, ensuring Moët Hennessy UK brands sit at the heart of relevant culture within the UK market.



### ● Communications Coordinator EMEA

Richard Mille | Jul 2018 - Jan 2020

A department comprised of six individuals, I worked with the Senior PR Manager, Senior Events Manager, Social Media Manager & Marketing Executive on all PR & Marketing activities for Richard Mille EMEA. Four key areas include PR, Photoshoots, Events and Social Media.

The role was split across 50% for PR and 50% for Events with an additional responsibility of managing over 150 regional photoshoots including advertorials and brand placements across top tier titles within the EMEA region.

Duties included raising the brand awareness through securing product placement for the UK, EMEA region per product launch. Daily organisation of over 100, print, web and social coverage using the DMR platform to ensure quarterly reports are correct.

Maintaining effective communication between key stakeholders internally and externally. These included the global headquarters, Middle East office, senior management, keypress, media partners including external PR agencies in Germany, Italy, Russia, Turkey, and our retail and commercial teams.

Supporting the Senior Events Manager with the VIP event programme, executing 80 regional and global events at Richard Mille EMEA. Building positive key relationships with internal, external departments, sponsors, hotels, restaurants, concierge services and third-party agencies.

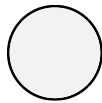
Assisting the Social Media Manager to coordinate all in-house photo-shoots and supporting her as and when required. Managing internal VIP gifting stock for private clients and logging/filing expenses of all costs incurred to adhere to the global communications budget.



- **Marketing And Public Relations Assistant**

Seraphine | Feb 2018 - Jul 2018

Reporting to the CEO, Creative Director, Head of Marketing and PR Manager. Working across communications, VIP, celebrity and influencer gifting, content creation and photoshoot coordination for the brand. Highlights include working on the Spring/Summer lookbooks, using Planoly and Hootsuite for social media scheduling and increasing brand visibility by 75% globally by supporting our international PR representatives in London, New York and Los Angeles.



- **PR Intern**

Zoé Communications | Jul 2017 - Sep 2017

Daily sample management using Fashion GPS, reporting and collating online, print and social press coverage and assisting the press assistants and account managers with all showroom appointments.

- **Temporary My Stylist Assistant**

MatchesFashion.com | Jul 2016 - Sep 2016

Building strong client relationships with High Net Worth (HNW) clients and offering them a bespoke luxury experience through Salesforce that represents MATCHESFASHION.COM on all platforms.

- **Freelance Personal Stylist & E-Commerce Assistant**

Stylishly Digital Limited | Apr 2016 - Jul 2016

Working closely with the founder of the application, styling 3-5 looks online and writing weekly blog posts using WordPress.



- **PR Specialist**

Bulgari | Jul 2023 - Now

## Education & Training

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2014 - 2017

- **The University of Manchester**

Bachelors of Arts, Town & Country Planning, City/Urban, Community and Regional Planning