



Samian Ali

Sales & Brand Support Intern

Milan, Metropolitan City of Milan, Italy

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Languages

English (Work Proficiency)

Hindi (Work Proficiency)

Italian (Basic)

About

Luxury business master's graduate, open for a challenging opportunity. Highly motivated, positive, and creative individual with experience focused in jewelry & precious products designing, branding & project management.

BRANDS WORKED WITH

Amrapali Design Studio

Jaipur Watch Company

Nakhrewaali

Raw Mango

Serapian

Experience

● Sales and Brand Support

Serapian | May 2022 - Now

Transversal support to sales team: Assist in tracking order status, liaising with Sales Team and Supply Chain Manager, and helping build documentation according to team needs.

Bespoke Offer and Experience: Organize the VIP Bespoke Experience from Villa Mozart: Setting up the Atelier and building the offer in terms of experience, offer and price positioning.

Assist with synergies between the boutiques and Villa Mozart

Private Label and Intercompany: Help organize and run all special sales on developing the Serapian private label and special intercompany projects.

Wholesale sales: Help during sales campaign with support material and activities (collecting client's orders and preparing past seasons orders assisting; make sure showroom is up to standard to welcome guests)

Special sales: Help organize and run all special



● Senior Designer and Product Manager

Nakhrewaali | Jul 2020 - Dec 2020

Senior Designer- designing, planning, and management for the new collections by conducting trend & market analysis. Also designed bespoke products for their premium clients. On top of that, created social media content, PowerPoint, catalogs, and invitations.

Product Manager- Managed new product development and supply chain. Assisted in tracking order status. Collected client's orders and prepared past season's orders, also took care of customer relations.

● —Design & Marketing Intern

Jaipur Watch Company | Jul 2019 - Dec 2020

Rebranded & repositioned the brand identity by doing competitor analysis thus leading to creating their first physical shop in shop. Assisted in organizing the sales event and led VIP clients to a bespoke experience of the shop.

Created their website and wrote product-related content. General assistance in building different documents. Designed bespoke watches for their premium clients and worked on special projects.

● —Jewelry Designer

Raw Mango | Dec 2019 - May 2020

Conceptualized, designed, and developed the brand's very first jewelry collection by conducting a detailed market, competitor & trend analysis to arrive at a jewelry style and price positioning.

- —Design Intern

Amrapali Design Studio | Nov 2018 - Apr 2019

Conceptualized & followed the production of 2 independent jewellery collections & managed them right from production to photoshoots.