

Soft Skills: proven ability to thrive in a fast paced, digital forward environment, ability to multi-task and pivot quickly, ability to implement strategy as directed, organizational and interpersonal communication skills, collaborative spirit

Hard Skills: Adobe Creative Cloud (InDesign, Illustrator, Photoshop, AfterEffects), Microsoft Office, LaunchMetrics, Asana

Professional Experience

Designer, RICOH: October 2023-present

Member of the award-winning Creative Services team at RICOH North America, with responsibilities spanning across brand management and design.

- **Asset Creation:** Develop visually appealing and impactful designs for various marketing materials, including social media graphics, infographics, presentations, and print materials. Working with stakeholders across the company, from GTM requests to HR to create both customer facing and internal materials. Support the creation and execution of brand awareness campaigns.
- **Research Insights:** Provide and communicate insights and recommendations to stakeholders based on research findings to enhance marketing strategies through visuals.
- **Maintaining Brand Guidelines:** Collaborate with the wider marketing team to implement and maintain brand guidelines and standards across my designs, ensuring consistent messaging across all channels.

Community Coordinator, Diet Paratha: July 2022-April 2024

Diet Paratha is one of London's leading creative consultancies, showcasing the best of South Asian creative talent globally. Renowned for its strategic and culturally competent campaigns, international influence, and commitment to authentic representation, Diet Paratha collaborates with prestigious brands like Gucci, Burberry, Johnnie Walker, and VOGUE.

- **Consulting:** Collaborated on marketing campaigns and engagement strategies targeting South Asian and broader audiences for clients including Johnnie Walker, Estee Lauder and VOGUE India.
- **Mentoring Program:** Managed the global Diet Paratha Family Tree Mentoring Program, aimed at making creative industries more accessible and equitable for people of South Asian heritage, including managing communications between all stakeholder (mentors, mentees, internal team, paid partners, applicants, Diet Paratha Community/ followers, etc). Programme's intake of applications experienced exponential growth under my management.
- **Social Media & Omni-Channel Communications:** Assisted with content creation, growing awareness by strategically organized events, both in-person and online. Analyzed the success of social media campaigns and applied insights to future projects, resulting in significant follower growth and quadrupling email subscriptions.

PR Assistant, Dawn Mason Inc.: June 2022-September 2022

Dawn Mason Inc is a London-based talent management agency that represents top talent in the entertainment and fashion industry with its in-depth and authoritative experience in brand stewardship, diversity, and inclusion strategies, talent management, and publicity.

- Managed social media and grew follower count and engagement rates by implementing social media calendar and creating data-based content decisions to inform tactics and promote organic growth
- Consulted with clients on brand direction, social media strategies, partnerships/ sponsorships, proposal decks, producing successful proposal and pitch decks
- Sourced potential talent, keeping DMI's mission and vision of uplifting underrepresented voices

Education

UNIVERSITY OF THE ARTS LONDON, LONDON COLLEGE OF FASHION London, UK ([Ranked top Undergraduate Art & Design Program globally](#))

Bachelor (Honors) Fashion PR & Communications, June 2023

- **Work Placement Semester: IPR London, London-based fashion PR and events agency that has launched European brands into the UK market, and managed UK PR for leading international brands including Rag + Bone, Timberland, and Urban Outfitters. Skills: Sample Movement, Event Coordination, Building Seeding Matrixes**
- **Agency Eleven Project:** Participated in collaboration between LCF and [Agency ELEVEN](#). Our group's short film was selected as one of their promotional films for Fashion Week & their digital press day for AW21.
- **Voted by peers as Course Representative two years consecutively**

Licenses & Certifications: GenerativeAI Overview for Project Managers | Certified Scrum Product Owner (CSPO) | Women @ DIOR x UNESCO Program Participation | Inside LVMH: Product & Supply Chain for Luxury Management | PMI Kickoff Certificate in Agile | Advanced Placement in Commercial & Graphic Arts for Pennsylvania Vocational State Exams

Awards and Accolades: Highly Commended Essay (ASET's 2022 Student Essay Competition) | Chosen for the [Women@DIOR x UNESCO Leadership & Sustainability Program](#) 2021-2022 cohort | Awarded 3 Consecutive Presidential Service Awards for exceptional volunteer service

Do Not require sponsorship/ work visa (US Citizen)