



SHAMINI RAJAGOPAL

FASHION MARKETING

EDUCATION

FASHION MARKETING

LaSalle College
2014-2018

BACHELOR'S IN MARKETING

Concordia University
30 credits

HEALTH SCIENCE

Vanier College
2008-2010

SKILLS & COMPETENCIES

STYLING

CREATIVITY

LEADERSHIP

TEAMWORK

COMMUNICATION

COMMITMENT

TRUSTWORTHY

CUSTOMER SERVICE

ORGANIZATION

DETAIL ORIENTED

MICROSOFT OFFICE SUITE

VISUAL 2000 ERP

LINGUISTIC

Fluent in French, English, and Tamil

WORK EXPERIENCE

THE KERSHEH GROUP
-
MONTREAL
-
2018

BUSINESS ANALYST, LICENSING INTERN

- Manage day to day communication with licensors
- Create PowerPoint decks for internal and external meetings
- Prepare forecasts for licensors
- Prepare sales booklets
- Acquire product boards from design team to create on order sheets
- Acquire sales and royalties from accounting
- Assist in research to clear licensor audits

HOLT RENFREW
-
MONTREAL
-
2016-2018

CHRISTIAN LOUBOUTIN BRAND AMBASSADOR

- Create skincare regimen and makeup routine for clients
- Meet all sales and service goals
- Build a loyal personal client base
- Attend all educational seminars
- Perform floor recovery, visual merchandising, price change, and relates support tasks
- Maintain inventory
- Plan and execute trunk shows quarterly
- Exude brand values
- Create personal shopper type working environment
- Liaise and develop relationships with vendor and Holt Renfrew buying team



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WORK EXPERIENCE

TELUS MOBILITY
-
MONTREAL
-
2010-2016

LOYALTY & RETENTION SPECIALIST

- Build client loyalty with recommendations on improvements
- Offer long-term solutions to retain clients
- Exceed all sales and performance goals
- Communicate with internal operational groups to investigate and resolve complex cases

COURSEWORK

Analysis of Fibres and Textiles
Introduction to Fashion Marketing
Accounting Principles – Fashion Marketing
Fashion Marketing Influencing Factors
Law, Regulations and Codes – Fashion Sector
Fashion Industry Data Gathering
Environment and Consumption
Sales Force Management

Communication Mix Elements
Marketing II – Case Analysis
Social Media Strategies
Fashion Stock Management
Private Label Development
Private Label Management
Advertising and Promotional
E-commerce Management

Fashion Presentation
Human Resources
Approach to Planning
Fashion and Society
Fashion Phenomena
Fashion Buying
Budget Planning
Store Layout

HOBBIES & INTERESTS



FASHION



MUSIC



READING



BEAUTY



STYLING

EXPERIENCE

OWN YOUR CONFIDENCE – *Founder, Artist & Blogger*

2015

- Makeup artist
- Blog post on fashion, beauty, and lifestyle
- Aspire to inspire
- Master of ceremonies

MANGALYAM BRIDAL SHOW – *Coordinator & Host*

2014

- Manage models
- Coordinate fashion and beauty aspect of the show
- Communicate with vendors
- Marketing

SHRINERS HOSPITAL FOR CHILDREN CHARITY – *Founder*

2011

- Coordinate with sponsors
- Handle bookings
- Manage funds and hospital documents
- Delegate tasks to members and volunteers

ACCOMPLISHMENT

SOIRÉE MODE COLLÈGE LASALLE

FASHION SHOW – Beauty Team

DISTINCTION CERTIFICATES

CLASSICAL MUSIC & VIOLIN

RECOGNITION

*EXCEPTIONAL PERFORMANCE –
TELUS Mobility*

