

Neha SINGH

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EDUCATION

ESSEC Business School | Masters in Management | GPA 15/20 **Cergy, France (2021 - Present)**

ESSEC Beauty Chair | Courses: Marketing Management, Building a Beauty Brand, New Beauty Insights, Luxury Retail Management, Luxury Brand Development, Activating a Beauty Brand, Product Management in Fashion, Strategy & Management

National Institute of Fashion Technology | Bachelors of Design | CGPA - 8.90 **Bhubaneswar, India (2016 - 2020)**

Academic Excellence Award for Fashion & Lifestyle Accessory Department among 150+ students

Courses: Design & Fashion Management, Packaging Design, Consumer Interface Design, Trend & Fashion Forecasting, Product Visual Merchandising

PROFESSIONAL EXPERIENCE

Key Account & PR Assistant - EME Intern

Tarte Cosmetics | Makeup, skincare & beauty Brand

France (Jul 2022 - Dec 2022)

- **Managed and ordered product gratis** for Sephora Stores, field teams, PR across EME, reaching sales of **1000K** per week
- Spearheaded logistics & communications with category managers for the brand launch in **7 countries**, hitting sales of **70K**
- Drafted daily reports by tracking **social media, e-com visibilities** and **PR event coverage**
- Executed **creative request** needed for all retails events according to the guidelines of each country's retailer
- Provided **SoMe guidelines** to the retailer and introduced **innovative PR concepts** to increase social media engagement.

Marketing Assistant

Boring Commerce | Advertising & Marketing Agency | [My Portfolio](#)

India (Dec 2020 - May 2021)

- Spearheaded the **marketing communication strategies** for start-up indian beauty brands
- Managed product launches, brand campaigns, and partnerships, **thereby increasing brand awareness by 22%**.
- Liaised with **7 major beauty clients** and handled their **digital marketing portfolios**, including their A+ content production
- Fabricated **email marketing layouts**, with an average open rate of **28%**
- Devised **100+graphic designs** for the brand's digital platforms, including their social medias (Instagram, Facebook, Google ads)

PROJECTS

Origins | ESTEE LAUDER - Case Study

(Jan - Mar 2022)

- Investigated 5+ French competitor brands to generate a detailed study of Origins **Marketing Campaigns**
- Introduced innovative concepts for Origins' **media strategy & exposure, distribution networks, & consumer interaction**

Christian Louboutin - Research Paper Study

(Jan - Mar 2022)

- Explored the **brand's history**, the evolution of the house up to the present day, and its **strategic market positioning**.
- Figured the key goods & icons, as well as their **major traits (DNA)** & their expansions with other brands

Ba&sh | New Fragrance Launch - Business Case

(Apr - Jun 2022)

- Prepared a range assortment for ba&sh's new fragrance launch in Spring, including its **pricing and retail strategy**
- Formulated the offline and online communication plan for the launch of the fragrance with a budget of **250,000 €**
- Identified the Recommended Retail Prices and invoicing prices to the distributors with a **12% sales discount**

LEADERSHIP POSITIONS

President | Sports, Adventure & Photography (SAP) Club

India (Aug 2018 - Aug 2019)

- Bagged annual trophy **under my leadership** by securing highest number of gold medals across 16 National Fashion Schools in India
- Increased the participation of girls in university sports events by **50%** by restructuring **volunteer rotation**

Student Head | Sashakt Campaign, Swabhiman State Disability Information and Resource Centre

India (May - Jul 2017)

- Headed a **creative consultancy team**, promoting sensitivity towards disability among **50000+** people in **30** districts
- Created and developed **campaign logo** and other digital collaterals including t-shirts and other wearables

LANGUAGES AND OTHER SKILLS

Languages: English: Bilingual | **Hindi:** Native | **French:** Beginner

IT Skills: Photoshop | Illustrator | InDesign | Coreldraw | AutoCAD | Microsoft Word | Power Point | Excel | Miro | Canva

Soft Skills: Marketing | Communication | Documentation | Creativity | Attention to Detail | Design Thinking

Certifications: Inside LVMH Certificate | AutoCAD | Graphic Design (Ps,Id,Ai,CorelDr) | Italien Product Design - Summer School

EXTRA CURRICULARS

Collegiate

Composed the "PRATIBHA" university magazine as part of the **editorial team**.

Crafted apparels out of recycled plastic for state-wide marathon for the Petrochemical Institute of India fashion show (CSR) project

Sports

Secured gold medal in Decathlon Artengo badminton tournament (Women's Sr. category)

Secured bronze medal in Volleyball at National Inter Fashion Universities Sports Meet for 2 years consecutively.