

Arushi Arora  
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## CV Headline

BA (Hons) Fashion Marketing (Final Year) | International Marketing & Brand Promotions Assistant | Global Markets, Retail & Consumer Insight.

## Profile Summary

Final year Fashion Marketing student at Regent's University London with hands-on experience in international fashion retail and academic projects focused on global brand strategy, retail innovation, and consumer journeys. Demonstrates strong commercial awareness, market analysis skills, and the ability to translate consumer insight into brand led marketing strategies. Seeking an entry-level international marketing role supporting non-UK markets, brand promotions, and cross-cultural campaigns.

## Education

BA (Hons) Fashion Marketing  
Regent's University London | London, UK  
Final Year Undergraduate  
Expected Graduation: 2026

High School Diploma  
The Millennium School, Al Khail | Dubai, United Arab Emirates

## Relevant modules & experience

International Marketing, Brand Strategy, Consumer Behaviour, Retail Innovation, Digital & Experiential Marketing, Market & Trend Analysis.

## ACADEMIC PROJECT EXPERIENCE

### Retail Innovation & Experiential Marketing Strategy – Gentle Monster

- Analysed the competitive positioning of a global luxury eyewear brand operating in a digitally evolving retail environment, identified the gaps in omnichannel integration and experiential touchpoints.
- Conducted market and competitor analysis, mapped the full consumer journey, and evaluated customer behaviour across physical and digital channels to uncover growth opportunities.
- Developed a sustainability led pop-up retail concept integrating digital interaction, personalised product storytelling, and in-store technology to strengthen the brand immersion.
- Presented a commercially grounded retail strategy aligned with global experiential marketing trends and long term brand positioning objectives.

### Strategic Brand Book – Lululemon x Rhode Collaboration Concept

- Developed a comprehensive brand book proposing a strategic collaboration between Lululemon and Rhode, targeting Gen Z and Gen Alpha audiences.
- Defined the joint value proposition by analysing brand synergies, consumer expectations, and cultural relevance within the wellness and beauty space.
- Created detailed consumer personas, positioning framework, and brand narrative to ensure alignment across product, communication, and experiential touchpoints.
- Designed visual identity mock-ups, logo concepts, tone of voice guidelines, and cross-channel content strategy to support a cohesive launch.
- Proposed an integrated launch plan combining experiential pop-up activation with digital-first campaign rollout and social storytelling.

## Professional Experience-

Sales Associate

SMCP Group – Sandro | London, UK

2023 – 2024

- Delivered personalised styling, contributing to monthly team revenue targets averaging £80,000–£100,000 through effective upselling and cross-selling techniques.
- Built and maintained client relationships using CRM systems to capture customer preferences, track purchasing behaviour, and conduct structured follow-ups, strengthening repeat engagement.
- Supported seasonal campaign launches and collection drops by implementing updated product storytelling, assisting with visual merchandising adjustments, and ensuring brand consistency across the sales floor.
- Assisted in stock analysis and replenishment planning, maintaining optimal product availability and visual standards during high-traffic trading periods.
- Managed the POS transactions with high accuracy while maintaining premium service standards in a fast-paced retail environment.

## Skills and Competencies

- Brand positioning & value proposition development
- International marketing strategy
- Campaign support & seasonal rollout execution
- Consumer insight & journey mapping
- Market & competitor analysis
- CRM & clienteling
- Visual merchandising alignment
- Cross-cultural communication
- Trend analysis & performance evaluation

## Tools and Software

- Adobe Photoshop, Illustrator & InDesign
- Microsoft PowerPoint & Excel
- Canva
- Retail CRM systems

## Certifications

- International Gemological Institute (IGI) – Diploma in Coloured Gemstones

## Languages

- English – Fluent | Hindi – Fluent | Punjabi- Fluent