# Akshita Jain

Retail. Design. Marketing.

# **Skills**

# Akshita Jain Madan

3/14 Jennings Street Zillmere, QLD 4034

0435121028 aksjain9812@gmail.com Akshita Jain - LinkedIn www.aksjain.com

- Customer Service
- Visual Merchandising
- Sales and Marketing
- Collaboration
- Critical Thinking & Problem Solving
- Adobe Creative Cloud
- Coaching, Mentoring & Feedback
- Administration & Clerical
- Microsoft Office Suite
- Research and Analytics
- Result Driven
- Sampling Optimization
- Storytelling
- Technology and Digital Literacy
- Time and Schedule Management
- Email Marketing
- Canva
- Brand Marketing

# **Education**

# **University of Sydney** / Certificate

JULY 2023, AUSTRALIA

Design Led Strategy: Design thinking for business strategy and entrepreneurship

**National Institute of Fashion Technology** / Bachelors of Design AUG 2017 - JULY 2021, INDIA

MAJOR- Textile design | MINOR- Fashion Retailing

**Experience** 

#### **H&M** / Sales Advisor

## SEP 2023 - PRESENT, BRISBANE

- Spearheaded weekly floorwalks to analyse sales, optimize VM, and plan stock rotation based on trends.
- Contributed to a **40% increase in sales** by improving garment care and visual merchandising.
- Recognized as a Loyalty Ambassador; onboards 1000+ members in a quarter.
- Supported rehangs and floor allocation to ensure impactful product display and avoid missed sales.
- Completed training for Department Manager and assisted in leading KPIs and training new team members.

## **Freelance Designer**

#### **APRIL 2023 - PRESENT, BRISBANE**

- Develop capsule collections, brand collateral, and digital content for fashion and lifestyle clients.
- Lead social media campaign visuals and storytelling aligned with client brand ethos.
- Utilize **Adobe Creative Suite** and hand-drawn techniques to create versatile design solutions.

## **ZARA** / Retail Sales Assistant

## **MAY 2023 - JULY 2023, BRISBANE**

- Styling customers with the organization's products or services.
- Assisting with store management
- Handling face-to-face enquiries from customers.
- Take the extra mile to engage customer

## THAVKI SAREES / Design 3IC

#### JULY 2021 - JUNE 2023, INDIA

- Carefully ensured the accurate assessment and approval of sketches and designs leading to 40% increase in sampling.
- Using specialist CAD softwares like ARAHNE to develop designs
- Communicated sampling and technical issues/updates to cross-functional teams which boosted effectiveness by 30%
- Optimized the sampling process speed by 20% by working in close collaboration with the sales and production department
- Researched, assisted, and presented new ideas and designs

#### LABEL ANKITA JAIN / Design 2IC

#### FEB 2022 - JAN 2023, INDIA

- Conceived a print design collection with founder and oversaw the prototype to production process
- Developing plans for visual merchandising and exhibits
- Collaborated with the creative director to develop content plans and editorial outlines improving brand awareness by 45% in 12 weeks.
- Planned 15+ marketing content and social media campaigns increasing followers on instagram by 15%.