

Akshita Jain

Retail.
Design.
Marketing.

Akshita Jain Madan

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Zillmere, QLD 4034

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Skills

- 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%.

