

KEY SKILLS

Brand Development- Fashion Editor-Project Management- Event Management- Strategic/Digital Marketing- Leadership- Visual Merchandising- Styling - Fashion Designing

TECHNICAL SKILLS

Adobe Suite (Photoshop, Illustrator, InDesign)- Microsoft Office Suite (Excel, PowerPoint, Word, Forms, Outlook, Publisher)- Google Doc- Procreate- Mailchimp- HTML- Canva- Instagram- Pinterest- Face book-TikTok

WORK EXPERIENCE

BRAND DEVELOPMENT/ LEADERSHIP

Sam-sui Clothing (Founder/ CEO)

12/2020- Present
Kathmandu , Nepal

- Built a clothing brand from the ground up, becoming a key name in Nepalese Fashion industry.
- Managed operations, including production, marketing, sales, achieving key specific milestone.
- Partnered with top directors and artists to create character driven costumes for movies, commercials, and music videos.

PROJECT / EVENT MANAGEMENT

Clix Entertainment

01/2023- 05/2024
Kathmandu , Nepal

- Planned and delivered a high-impact fashion modeling contest, driving its success from concept to execution.
- Secured partnerships with sponsors, artists, influencers, designers, and models to elevate the event's impact.
- Led logistics, budgeting, and marketing, ensuring seamless execution and a memorable audience experience.

FASHION EDITOR / DIGITAL MARKETING

ECS- Living Magazine

02, 2023- 06/2024
Kathmandu , Nepal

- Directed fashion editorials and styling for both print and digital formats, combining creativity with social responsibility.
- Enhanced the magazine's reach with impactful digital and print strategies.

COSTUME DESIGNING / STYLING

Jazz Productions

09, 2020- 08/2024
Lalitpur , Nepal

- Designed and styled costumes for TV shows, commercials, music videos, and movies, ensuring character-driven wardrobes.
- Delivered high-quality results within tight deadlines while maintaining attention to detail and creativity.

INTERNSHIP

Lash Paradise (Brand Management intern)

25th September, 2024- Present
39 W 32st, New York

- Assisted in developing and implementing marketing strategies to enhance brand visibility and customer engagement.
 - Monitored customer feedback and collaborated with the team to improve service offerings and brand perception.
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EDUCATION

Masters of Professional Studies, LIM College

Major: Fashion Marketing

Subjects: Strategic Marketing , Digital Marketing, Marketing Metrics, Advanced spreadsheet

08, 2024-Present
New York , USA

Bachelors in fashion design and management, Namuna college of fashion technology and management

Major: Fashion Design and Management

Subjects: Computer aid design, styling, fashion sketching, Garment technology, Principle of management, Fashion marketing, Brand development.

06/2017-07/2021
Kathmandu, Nepal

High School , SAAN international College

Major: Management

Subjects: Marketing, Business Studies, Economics, Accountancy

08/2015-05/2017
Kathmandu, Nepal