



Riya Gautam

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A passionate and reliable leader focused on going above and beyond to support the team and serve customers through hard work and creativity. Trained in high-volume luxury retail visual merchandising and operations. Offering skills that create and maintain an uplifting and safe environment that is detailed oriented , team -focused and organized while encouraging growth on all levels .

Educational Background

Indian Institute of Management

Product and Brand Management

2022-23

Rajeev Gandhi Univeristy of youth Development

CHENNAI , IN

Bachelor's degree in Fashion lifestyle
Design .

2015-18

Edexcel Univerity

Diploma in Fashion Management

2015-18

Modern Vidya Niketan School

High School

2013-2015

Skills & Proficiencies

- Social media marketing
- Visual merchandiser
- Brand marketing
- Concept development
- Strategic Marketing
- Business development

Volunteer Work & Certification

Brand Marketing project

Portfolio Pro

May 2016 to December 2016

Volunteered to plan brand marketing strategies for a start up .

Work Experience

Visual Merchandiser Manager

Da Milano Leathers Pvt Ltd & Rosso Brunello

June'20-Present

Heading Pan India , Dubai & Nepal stores for Da Milano & Rosso Brunello .

- Designing window display , instore props . Seasonal launches for both the brands .

- Conceptualization and designing of VM concepts , Production and their execution in stores across all doors .

- Managing and executing communication and set of ATL/BTL activities . - -
Preparing VM calendar & SOP .

- Develop and maintain business plans with focus partners to establish clear , mutual commitments around marketing , skill development and sales incorporating the rhythm of the relationship .

- Creating and implementing a visual merchandising strategy for the store around the set marketing calendar .

- Grow Implementation of commitments and goals establish in buisness plan and maintain a clear view of the buisness goals .

Regional Visual Merchandiser

Da Milano Leathers Pvt Ltd

Nov'18-June'20

Designing and production of all marketing material and promotional events .

Visual merchandising support to events and promotion including design and layouts , new store openings . Handling 45 stores Pan India .

Visual merchandising intern

Genesis luxury

July'18-Nov'18

Working for brands (Coach & Salvatore Ferragamo) , implementing brand guidelines and merchandise rotations along with VM collateral orders and vendor coordination.

Corporate sales intern

Genesis luxury

April'18-july'18

Planned and executed merchandise promotion , getting in touch with corporate buyers and expanding the company sales horizon in all aspects .