

Geetika Patra

MASTER'S OF FASHION MANAGEMENT

CONTACT

+91 -8144289891

patrageetika06@gmail.com

ACADEMIC QUALIFICATION

Master's of Fashion Management, National Institute of Fashion Technology, Bangalore (21-23)

8.7 CGPA

BBA(Hons.), D.A.V.School of Business Management, Bhubaneswar – Utkal University 2021 79.20%

St. Xavier's High School, Khandagiri, Bhubaneswar – CBSE 2018 (SCIENCE) 71.20%

St. Xavier's High School, Khandagiri, Bhubaneswar – CBSE 2016 (Matriculation) 10 CGPA

WORK EXPERIENCE

1. **Buying & Merchandising intern Reliance Retail Ltd.(AJIO)**
 - Did a comparative study of the home & kitchen vertical of AJIO vis a vis its competitors and bridging the gaps identified.
 - Helped in catalog building exercise.
 - Ran PLAs for brands & worked on web sanity for the vertical.
 - Analyzed the booked quantity vs the returns
2. **Category Management Intern at Konnectbox (Long Tail Sourcing India pvt.ltd.)**
 - Daily task included inventory management and dispatch follow-up from the suppliers, taxonomy analysis.
 - Resolved issues arising during delayed dispatch.
 - Was assigned to find about the different prints of Rajasthan for the private label of the company.
 - Did a trend spotting for different apparels worn by celebrities to be included in the ecommerce platform.
3. **Trendspotter intern at Visionxt :Trend Insight and Forecasting Lab(March 2022)**
 - Is responsible for Identifying, understanding& documenting trends at the local/regional level.

CAREER OBJECTIVE

A Fashion Management student with a desire and motivation to work as full time employee on projects for acquiring deep experience in fashion marketing, category management or ecommerce profile where I can use my analytical and creative skills to drive profit and revenue while providing impeccable service through people development, volume growth, and product placement. To fully utilize my training and skills, while making a significant contribution to the success of the organization.

SKILLS

- Pro-active
- Flexibility
- Attention to Detail
- Computer Skills
 - Knows Microsoft Word, Excel & PowerPoint and similar application like Canva
- Inventory management
- Strategy development
- Promotion and marketing

LEISURE INTERESTS

Dancing Reading Learning new art forms

VOLUNTEER WORK

Fundraising intern, Pledge A Smile, Delhi
January 2021-February 2021