

SAMARA RANDHAWA

Fashion Business Management

Toronto, Ontario

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EDUCATION

EXPERIENCE

Seneca College: Fashion Business Management - 3.9 GPA

September 2018 - October 2021

Satec @ W.A Porter Collegiate Institute: High School Diploma - September 2014 - June 2016

July 2021 to October 2021

Marketing Manager • Progoti Apparel

- Created content and videos of brand stories for various social media platforms
- Created visual assets for CEO's PowerPoint presentations
- Assisted in developing visual assets for social media accounts
- Assisted in developing membership package for vendors for upcoming store launch
- Created retail agreement contracts for vendor management
- Created social media influencer contracts for brand collaborations and partnerships
- Conducted research to develop various brand customer personas based on key segmentations
- Conducted competitive research to develop and enhance Progoti's web content
- Assisted in market research and developed retail store strategy, communication, and merchandising tactics with execution
- Organized a team and successfully executed fashion photoshoots to develop web content and visual assets for various platforms
- Managed interns in creating visual assets and delegated creative fashion marketing projects
- Maintained content on e-commerce platform Shopify, added and removed items, maintained, and enhanced FAQ pages, product information and imagery, measure engagement, sales, and report performance.

June 2021 to September 2021

Sales Associate • Oak + Fort Shops @ Don Mills

- Assisted clients by understanding their needs and personal style to deliver excellent customer service that retained brand loyalty
- Assisted customers through personal styling appointments (In-person and virtual via Zoom, Facetime)
- Created original content with the store's influencer to increase online engagement, social media performance and follower counts.
- Drove sales through attentive customer engagement, suggestive selling, and sharing product knowledge
- Exceeded minimum daily sales requirements and attained highest sales volumes for part-time associate
- Documented financial transactions through SPH trackers and created customer profile records for individual clientele lists
- Maintained clientele through weekly follow ups that notified them of preferred sales and future merchandise of potential interest
- Processed returns and payments by totaling purchases, processing checks, cash, and store or other credit and debit cards through NetSuite CRM system
- Assisted with inventory management, including receiving and stocking merchandise
- Enhanced OMNI Channel communication and services through BOPIS (Buy Online, Pick Up in Store) transactions during COVID-19 lockdowns conducted through NetSuite

September 2020 to April 2021

Community Officer (HR Manager) • Seneca SDG Student Hub Internship

- Managed the 'Transforming University' components of the Hub
- Created and successfully implemented SDG Student Hub Members and Management Constitution with policies
- Created a robust SDG Student Hub Management team through eight managerial positions and four

departments

- o Interviewed, trained, and hired eight management members for the SDG Student Hub
- o Successfully recruited over 160 students to the SDG Student Hub, the greatest number of students within any Seneca College club/hub.
- o Strategically planned, executed, and hosted monthly virtual educational workshops and solutions events for SDG Student Hub members on the 17 Sustainable Developmental Goals
- o Directly manage communications with the SDG Student Hub members via Email and SDG Hub WhatsApp Group Chat
- o Maintained relationships with Seneca faculty, program chairs and program coordinators in various departments

May 2019 to January 2020

Sales Associate • The Reformation @ Yorkdale

- o Attained highest sales volumes for part-time associate through unique individual customer service to clientele
- o Met and exceeded both individual and store/online sales goals, and KPIs
- o Actively generated clientele through customer engagement that maximized customer return rate and strengthened loyalty
- o Managed fitting rooms, and ringed clients up at the cash register
- o Enhanced ability to multitask by demonstrating excellent customer service while maintaining a clean, organized, and restocked sales floor and successfully gaining sales
- o Organized and performed weekly physical counts of inventory
- o Re-merchandised the sales floors on a bi-weekly basis to strategically allocate products to elevate performance and KPIs

September 2019 to December 2019

Head of Communication Department • Seneca Boutique

- o Strategically implemented specialized weekly promotions that strengthened brand awareness and increased sales to surpass goal of \$24,000 during a 10-week period.
- o Created and executed planning calendar for promotional posters, social media postings, for weekly events and promotions
- o Successfully implemented and executed a promotional calendar for in-store visual merchandising and for social media, digital and print advertising plans
- o Created a digital marketing calendar outlining post content, image, caption, and social media channels, directly managed all social media accounts for the Seneca Boutique
- o Tracked and analyzed results of campaigns and reported results in strategic meetings
- o Managed communication budget, weekly reports, sales reports, and RMS reports
- o Managed the sales floor of the Boutique as a sales associate and supported the sales staff on all weekly promotions.

KEY SKILLS

ACCOLADES

- Digital, Social Media & Fashion Marketing
- Digital Commerce & Analytics
- Fashion Business Management
- Fashion Buying, Planning & Allocation
- Sustainable Development & Project Management
- HR Management
- Trend Forecasting
- Visual Merchandising & Communications
- Textiles for Fashion
- Adobe Illustrator & Photoshop
- Microsoft Teams, Word, Excel, and PowerPoint

April 2021 - Successfully won the Seneca Fashion Business Management FIELD (Fashion Industry Educational Exchange and Leadership Development) Competition by developing strategies and tactics through a proposed a marketing plan for Holt Renfrew's, H Project Sustainable Fashion Division

March 2021 - Achieved the Albert & Claire Haddad Bursary Award for excellent academic standing; above-average dedication, passion, and commitment in the pursuit of an education and career in the fashion industry; and demonstrated leadership and volunteer involvement.

March 2020- Achieved Boutique@Seneca Award for excellent academic standing, proven performance in the Retail Store Operations course (RSO354) and an aptitude for the industry.

Jan 2020 to April 2020 - Studied abroad in the United Kingdom for Seneca's Student Exchange Fashion Business Management Program

Fall 2019 - President's Honors List for Excellent Academic Achievement