

SACHII PAREKH

BA (Hons) Fashion Marketing | Aspiring Creative Marketing Strategist |
Global Campaigns + Brand Storytelling

London, England, UK | parekhsachii@gmail.com | +44 07831271585 | [LinkedIn](#) | [Portfolio](#)

PROFESSIONAL SUMMARY

BA (Hons) Fashion Marketing graduate with a strong interest in experimental marketing, global brand strategy and cross-cultural campaigns within the international fashion and beauty sectors. With 3+ years of experience across digital and traditional marketing campaigns, PR and retail, in international brand environments, including roles at Regent's University London, The White Company London, and The Styling Room Mumbai & NYC. Alongside freelance experiences within the digital art space. Proficient in Adobe Creative Suite, PR, applied trend analysis, global market research, creative direction, and brand partnerships to enhance campaign development and brand positioning. Recently awarded the Vice Chancellor's Commendation (2025) for outstanding results. Seeking to contribute creative, cultural, and strategic value to global fashion and beauty environments.

PROJECTS & KEY ACHIEVEMENTS

Brand Development Project | Khayal, A Fragrance Brand Rooted in India.

- Assigned to develop a creative yet utilitarian brand from concept to a marketable strategy.
- Conducted market research, competitor analysis, developed brand positioning, campaign strategy, designed logo, and product mockups.
- Presented a complete integrated brand execution and strategy, portraying cultural storytelling and commercial visibility for both local and international market activation.

Collaborative Styling Project | Industry & Entrepreneurship experience with Stylist, Chole Beeney.

- Assigned to collaborate on a live industry challenge with stylist Chole Beeney.
- Contributed to concept development, led fashion photography and creative direction, and assisted with model styling in partnership with team members from diverse professional backgrounds.
- Delivered a project that balanced creative direction and strategic concept positioning.

Creating a Brand Identity Project | Veja x Stella McCartney Strategic Brand Collaboration.

- Assigned to develop a brand book demonstrating a strategic co-branding supported with creative branding concepts and marketing models.
- Analysed existing brand values and positioning to develop a reinforced co-branded identity, designed logos, product mock-ups, and a digital campaign strategy.
- Presented a creative and strategic partnership, reinforcing shared values and goals, for a defined audience.

Freelance Digital Animation Project | Swastik Productions, India.

- The production house required creative, visually appealing content to support engagement on their social media platforms.
- Created character-based animations and digital marketing assets for show-based campaigns.
- Improved social media engagement and viewership by over 60% via diversified and improved content production.

Key Achievements

- **Vice Chancellor's Commendation 2025.**
Awarded for outstanding academic performance, achieving first-class across all core and elective modules.
 - **Creative Direction Award 2026.**
Awarded innovative use of fashion media and excellence in visual messaging.
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PROFESSIONAL EXPERIENCE

Nov 2023-Aug 2024

Marketing & PR Manager | The Styling Room Mumbai & NYC

- Led integrated traditional and digital marketing campaigns through applied market research.
- Developed tailored content calendars aligned with relevant trends and brand tone across multiple channels.
- Collaborated with Indian designers and fashion influencers to strengthen the brand's visual storytelling.
- Improved audience engagement by 62% while strengthening brand consistency and visibility.

Apr 2022-May 2022

Sales & Styling Intern | The White Company London

- Operated within a luxury retail environment, emphasising premium visual merchandising.
- Provided tailored styling consultations with product storytelling aligned with the luxury brand experience.
- Assisted with store layout enhancement to maintain visual consistency.
- Contributed to sales performance by 30% while ensuring a seamless client journey.

Sept 2021-Sept 2022

Student Ambassador | Regent's University London

- Represented the university across digital platforms and seminars to support prospective student engagement.
- Delivered campus tours and student support through clear communication and peer-led endorsement.
- Supported university outreach, contributing to prospective student recruitment by 40%

EDUCATION

2021-2026

BA (Hons) Fashion Marketing | Regent's University London, United Kingdom.

Activities and Societies: Student Ambassador, Fashion Photography.

2020-2020

Fashion Management and Styling Short Course | Raffles Design Institute, Mumbai, India.

Activities and Societies: Graphic Design, Textile Design.

2010-2020

Cambridge IGCSE | JBCN International School, Mumbai, India.

Activities and Societies: Arts & Crafts, Model United Nations.

AREAS OF EXPERTISE & INTERESTS

Core Skills | Global Brand Strategy, Market Research, Consumer Behavior Analysis, Brand Positioning, Integrated Marketing, Creative Campaign Development & Execution, Brand Storytelling, Creative Direction, Performance Analysis.

Soft Skills | Cross-cultural communication, Organisation, Multitasking, Presentation & Data Delivery, Collaboration.

Software & Tools | Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Procreate, Procreate Dreams, Microsoft Excel, Microsoft Word, Microsoft PowerPoint, Canva, Social Media Analytics.

Interests | Fashion and Beauty, Global Cultures, Luxury Markets, Storytelling, Art, Design, Animation & Creative Direction.