



Shemaika Anelo

INTRODUCTION

With over seven years and counting of experience in the luxury fashion industry, I am an MBA graduate with a strong background in management, and hands-on experience in the fashion and retail industries. My skills extend to the meticulous crafting of brand identities through the creation of visually compelling, marketable in-store, and window displays that engage consumers, and so on. My recent role as a fashion freelancer and assistant store manager for a luxury multi-designer store has sharpened my expertise, allowing me to work alongside some of India's most respected designers. I am adept at leading teams to surpass sales goals, and I excel at delivering outstanding customer service within the fast-paced world. My attention to detail is second to none, and I am deeply committed to enhancing customer satisfaction. While maintaining the highest level of confidentiality and professionalism. As a results-oriented professional with a flair for detail, I aim to consistently achieve excellence and make a significant contribution to the company.

📍 Dubai 000

☎ +971583005244

✉ aneshemaika@gmail.com

SKILLS

- Trend forecasting
- Content writing
- Sample/Product Development
- Sourcing expert
- Excellent sense of color, aesthetic
- Styling proficiency
- Attention to detail
- Fashion Retailing
- Luxury fashion merchandise
- Visual merchandising
- In-store marketing
- Digital marketing
- Inventory management
- Quality analyzer
- CRM with clients, vendors, and the local community
- Self-motivated and quick learner
- Strong work ethic
- Effective communicator
- Analytical skills
- Problem solving
- Open-minded and adaptable
- Accountable and hardworking
- Team management
- Time management abilities
- Professional demeanor
- Multitasking capacity
- Negotiation skills
- Client consultation

EDUCATION

May 2013

MBA | DESIGN MANAGEMENT
INIFD , New Delhi, India

May 2011

DIPLOMA | FASHION DESIGN
POLYTECHNIC FOR WOMEN, New Delhi, India

February 2011

BACHELOR OF ARTS
GARGI, UNIVERSITY OF DELHI, New Delhi, India

March 2024

CERTIFICATE COURSE | INNOVATING FASHION DESIGN
IIT NEW DELHI, New Delhi, India

December 2024

CERTIFICATE COURSE | DIGITAL MARKETING MASTERY WITH INSTAGRAM & FACEBOOK ADS
IIT NEW DELHI, New Delhi, India

October 2024

CERTIFICATE COURSE | FASHION DESIGN & FASHION ENTREPRENEURSHIP
IIT NEW DELHI, New Delhi, India

LANGUAGES

English:	C2
Proficient (C2)	
Hindi:	C1
Advanced (C1)	
Arabic:	A1
Beginner	

EXPERIENCES

January 2022 - Current

Fashion Designer & Event/Show Management FREELANCER |
Dubai , UAE

- Forecasted fashion trends for mainstream seasonal collections.
- Tailored bespoke garments to meet specific client measurements and design parameters.
- Proficient in sourcing, ensuring premium quality for designs.
- Renowned for designing for high-profile fashion icons, events, photoshoots, and beauty pageants.
- Successfully collaborated with retail stores to deliver captivating seasonal collections.
- Established and maintained exceptional communication with suppliers and clients to uphold quality standards.
- Independently managed consultative projects, underpinned by fashion research.
- Plan and manage all aspects of events from concept to execution, including logistics, budgeting, marketing, and post-event analysis.
- Coordinate event logistics, such as venue selection, entertainment, transportation, equipment rental, and décor.
- Managed multiple projects simultaneously while adhering to deadlines.
- Collaborated with photographers and stylists to showcase brands and merchandising standards.

April 2019 - June 2021

Assistant Store manager LAFFAIRE DESIGN PVT. LTD.

- Developed monthly sales strategies by analyzing emerging trends and market insights.
- Negotiated with designers and vendors to secure optimal terms for seasonal collections, focusing on specifications, pricing, quality, distribution, and delivery.
- Oversaw store maintenance and layout, proposing modifications to enhance floor plans, fixtures, signage, and graphics to increase display visibility, and customer engagement.
- Supported the sales team by merchandising showrooms during the sell-in phase
- Managed financial transactions, including opening and closing cash registers.
- Facilitated inventory management through stock ordering and participation in cycle counts.
- Provided personalized consultations to clients daily, advising on style preferences and design coordination.
- Performed garment repairs and quality corrections to uphold product standards
- Delivered exceptional customer service by welcoming guests, understanding their needs, and offering tailored solutions
- Educated customers on products and services, ensuring a comprehensive understanding of the offerings.
- Addressed customer inquiries and issues swiftly, maintaining high

satisfaction levels

- Upholding the highest professional standards to create a premier designer shopping experience for clients.
- Collaborated with the team to resolve challenges and enhance operational efficiency
- Evaluated competitors' products in order to stay abreast of current market conditions.
- Assisted with the selection of models for runway shows and fashion events.
- Prepared detailed cost estimates based on labor costs, material costs, shipping expenses.

March 2015 - May 2018

Fashion Designer cum Sample coordinator DESIGNER DIVYAM MEHTA

- Developed designs from initial sketches to the final product, incorporating fabric selection, embroidery, and embellishments.
- Renowned for designing for high-profile fashion icons, fashion events, and retail stores.
- Fostered collaborations with clients, delivering bespoke, seasonal collections.
- Played a pivotal role as a Sample Coordinator, contributing to over 550 designs for Fashion Runway shows.
- Orchestrated the design and production of over 5,000 pieces for seasonal collections, in partnership with consignment stores.
- Managed engagements with over 200 models for seasonal, catalog, and runway shoots during fashion weeks.
- Tailored garments to customer specifications, ensuring precision in fit and style
- Coordinated with a network of fabricators, vendors, and suppliers to uphold production standards and meet quality benchmarks
- Delivered exceptional client service, offering professional guidance, and maintaining high service standards.
- Supervised in-house textile design processes, approving over 500 print and embellishment prototypes for production.
- Managed inventory control, merchandising, shipping, and receiving operations.
- Demonstrated ability to meet tight deadlines for seasonal collection deliveries.
- Maintained post-sales customer support, ensuring satisfaction and loyalty through effective CRM practices, offering tailored solutions.
- Established and maintained effective communication with suppliers and clients to guarantee the highest quality and adherence to standards.