



Shania Bridgette Correa
Junior Fashion Business Specialist



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Shania Correa

Professional Skills

Content Creation ▪ Creative Direction ▪ Social Media ▪ Photography
Styling ▪ Public Relations ▪ Marketing ▪ Collaborations

Soft Skills

Creativity ▪ Responsibility ▪ Active Listening ▪ Effective Communication
Interpersonal Skills ▪ Team Work ▪ Reliability ▪ Flexibility ▪ Adaptive
Patience

Software Skills

Abode Photoshop ▪ Adobe InDesign ▪ Abobe Illustrator
Abode Lightroom CC

Language Skills

English (Fluent) ▪ Italian (Basic)

EDUCATION

October 2019 - June 2020

Istituto Marangoni, Milan

Fashion Business, Undergraduate Diploma (third academic year)

August 2017 - April 2019

Istituto Marangoni, Mumbai

Fashion Business, Undergraduate Diploma (first & second academic year)

June 2015 - March 2017

Sophia Junior College for Women, Mumbai

HSC - Arts

EXPERIENCE

August 2019, Mumbai

- Intern for Styled by Raghav at Lakmé Fashion Week Winter/Festive
- Personal assistant to model/ influencer/ entrepreneur Rahi Chadda
- Creating BTS and backstage content for social media platforms
- Collaboration with Burberry (India) for red carpet events

May 2019 and February 2019, Mumbai

- Intern for fashion brand Desi Weavess's new campaign shoot
- Single handedly executed the production, styling, photography and creative direction process
- Introduced the fashion house to a fresh concept while keeping the brand's DNA intact
- Acquainted the brand with a more inclusive and diverse visual perspective

June 2018 - August 2018, Mumbai

- Intern for artisanal jewellery house Roma Narsinghani
- Art directing and photographing product shoots
- Managing social media platforms
- Redesigning the brand's extensive look book and website
- Producing shoots with Vogue India and Harper's Bazaar India
- Establishing sturdy PR engagements with local and global trendsetter Sonam Kapoor

March 2018 - April 2018, Mumbai

- Head volunteer for Design Fabric Festival
- Personal assistant to Scott Schuman aka The Sartorialist
- Assisting Scott Schuman in shooting for his 2019 launched fashion book 'The Sartorialist: India'
- Organising photoshoots and events with various influencers and design creatives
- Personal assistant to senior editor, copywriter, author, art and culture journalist Emily Gosling from The American Institute of Graphic Design (AIGA)
- Personal assistant to British graphic artist Anthony Burrill

April 2017 - May 2017, Mumbai

- Marketing intern for fashion brand Desi Weavess
- Executed the brand's first ever campaign shoot alongside Sabyasachi's official photographer
- Organising collaboration meetings and coordinating with multiple social media agencies, models, stylists and photographers
- Handling e-commerce merchandising
- Conducting in-depth market research

November 2015 - December 2015, Mumbai

- Campus fashion ambassador for online shopping app Wooplr
- Creating conceptual ideas for photoshoots
- Styling based on assigned themes
- Promoting and marketing the app on social media platforms