



# MIMANSHA WALIA

FASHION AND LUXURY BRAND MANAGEMENT | PR, MARKETING & MERCHANDISING

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 [Mimansha Walia](#)

 [PORTFOLIO](#)

## ABOUT ME

I specialize in designing and executing 360° brand communication strategies - integrating PR, merchandising & styling, influencer collaborations, events, campaigns, and engagement to drive impactful results for global brands. Creative, resilient, and adaptable, with experience across three continents, I bring a strong international perspective and thrive on working with ideas, building lasting relationships, and developing and executing larger-than-life concepts.

## CERTIFICATIONS

Academic Proficiency in English - SOF

Fashion & Luxury Bootcamp - Sup De Luxe, Paris

Creation & Branding, Retail & Customer Experience - INSIDE LVMH

Brand Storytelling - UNSW Sydney

## LANGUAGES

English [Native/Bilingual - C2]

Hindi [Native/Bilingual - C2]

Italian [Intermediate - B1/B2]

French [Beginner - A1/A2]

## SKILLS

Leadership and Proactive Mindset

Organisational and Multitasking

Strong Communication

Client Relationship Management

PR & Marketing Strategy

Brand Narrative Development

Social Media Management

Event Planning and Coordination

Microsoft Office - Excel, PPT, Word

Content Creation and Storytelling

High Industry Knowledge

Strong Cultural Adaptability

Data Analysis

Emotional Intelligence

## EDUCATION

2024 - 2025

Rome Business School, Rome

Global Master's in Fashion and Luxury Brand Management

2020 - 2023

Symbiosis International University

Bachelor's in Media and Communication; CGPA - 9

## WORK EXPERIENCE

Fashion Assistant Internship - My Dolce Vita, Rome

JUN 2025 - PRESENT

- Contribute to brand communication strategy, from ideation of fashion concepts to visual merchandising and elevating client experience.
- Assist with fashion styling and personalized client interactions.
- Liaise with suppliers for fabric procurement, support inventory management, and contribute to trend-driven fashion buying decisions.

Communication Executive - Catch Communication, Dubai

MAR 2024 - JUL 2024

- Successfully executed PR and communication strategies for EMEA lifestyle and fashion brands, boosting brand visibility by 27%+ across key markets.
- Managed social media for four clients across lifestyle, hospitality, fashion sectors, driving 22% average follower growth and stronger engagement.
- Led events and influencer campaigns, driving impactful brand storytelling and consumer interaction across digital and offline channels.

Public Relations Intern - Matrix Public Relations, Dubai

AUG 2023 - FEB 2024

- Supported the team in 360-degree PR & Communication activities, ranging from influencer and social media management to brand strategy.
- Contributed to PR and marketing strategies, driving a 30% increase in brand awareness and client engagement in six months.
- Earned a letter of recommendation for outstanding performance and commitment during the internship.

Content Intern - L'utopia Fashion Magazine

MAY 2023 - JUNE 2023

- Wrote and edited [fashion and lifestyle articles](#), boosting website traffic and improving SEO performance.
- Managed influencer collaborations and coordinated sponsorships and partnerships, executing successful marketing campaigns.