



linkedin.com/pareen-bhagat
 pbhagat390@gmail.com
 (757) 938 0616

PAREEN BHAGAT

ADVERTISING, FASHION
 AND GRAPHIC DESIGN

EDUCATION

University of North Carolina
 Chapel Hill

Major: Media and Journalism

Concentration: Advertising and PR

Minor: Philosophy, Politics,
 Economics

PROFILE

Creative opportunist known for making outfits out of scrap.

Experience in creating advertising campaigns, graphic design that ranges from logo and poster design to video editing and animation, and producing clothing and executing fashion shows and shoots.

SKILLS

Project Management



Adobe After Effects



Procreate



Adobe Premiere Pro



Adobe Illustrator



Adobe Photoshop



Gujurati



XPRESSHIONS FASHION CLUB (CHAPEL HILL, NC)

CO-FOUNDER FALL 2021 – SPRING 2022

- Spearheaded a fashion club for minority groups on campus to better represent diversity at UNC
- Built enthusiasm through social media and a fashion show
- Created a system of photoshoots that follow themes and give creative liberty to people in the club
- Later created a board to delegate responsibility and expand the club

F5 SHANGHAI (VIRTUAL)

INTERN, May 2021 - AUGUST 2021

- Conducted market research and interviewed target audience for an Alibaba campaign
- Created posters and mock up designs Pfizer’s rural safety campaign
- Had learning sessions to further understand the media industry in China

BOOZE CREAM (LOS ANGELES, CA)

GRAPHIC DESIGNER, MARCH 2020 – JUNE 2021

- Created the logo and label for the liqueur company’s new bottled drink
- Interviewed the client to determine their needs, vision and brand message
- Developed a brand brief, mock-ups for the logo, the bottle design and label
- Fine-tuned artwork according to client critique and created the final version

WE ARE SAATH FASHION SHOW (CHAPEL HILL, NC)

PROJECT LEAD, DECEMBER 2020 – APRIL 2021

- Designed 10 outfits metaphorically based on the journey of fighting the stigma around mental health in South Asian communities
- Saw through the manufacturing of the outfits in Zimbabwe virtually
- Organized and fabricated a Covid-safe fashion shoot,
- Built enthusiasm around the release of the pictures through teaser videos and media countdowns
- Created a social media campaign with photos, videos and posters
- Increased the reach of the campaign through school newspaper and website features, magazine releases and sharing with bigger online platforms

JUNIOR ACHEIVEMENT SOUTHERN CALIFORNIA (LOS ANGELES, CA)

SOCIAL MEDIA INTERN, JUNE 2020 – FREBRUARY 2021

- Created a more consistent and interactive social media presence through Instagram
- Researched other JA branches to find what content is most engaging
- Developed a theme social media calendar for each day of the week and each month
- Created a new brand aesthetic for their social media

PUMA AND EP+CO. LTD (CHAPEL HILL, NC)

WORKROOM FASHIONMASH PROGRAM, FALL 2019

- Created an e-gaming advertising pitch for experiential advertising for Puma (client of EP+Co)
- Conducted market research, investigated insights and designed the creative strategy
- Worked in teams to turn the allocated space into an experiential campaign
- Carried out final presentation of the experiential campaign to Puma North American representatives

SMARTLIST PROPERTIES (HARARE, ZIMBABWE)

INTERN, SUMMER 2019

- Negotiated lease terms with tenants and prepared associated lease documents
- Prepared inventory list for new properties and drafted marketing descriptions for new inventory on the website
- Visited properties and collected rent from tenants