



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

When life gives you lemons, stay with me here, you make lemonade...and you candy the peels, then you sell both and plant the seeds to grow more. Growing up in Zimbabwe taught me to be a creative opportunist and this has helped find creative solutions to simple and difficult problems. Though I learnt this through business in a dying economy, the creativity for me is expressed differently.



SKILLS

Adobe Illustrator



Adobe Photoshop



Adobe After Effects



Adobe Premiere Pro



Procreate



Project Management



Klaviyo



Stripo



Attentive



HOLICHIC BY MEGHA ROA

SOCIAL MEDIA MANAGER/ CREATIVE ASSISTANT , MAY 2022 - MAY 2024

- Established content posting schedule and managed all social media platforms
- Re-launched the TikTok account and increased engagement by 3%
- Planned and created marketing emails and sms
- Produced fashion illustrations and sketches for designer
- Designed for patterns and prints and the brand
- Assist in creative direction for editorial shoots and moodboards
- Produced proposal decks and research for potential collaborations
- Designed clothing, logo and social media plan for activewear brand (holiYOGA)

HOLICHIC NORDSTROM POP-UP (MANHATTAN, NY)

POP UP MANAGER, 28TH OCTOBER - 4TH NOVEMBER 2023

- Managed the counter, POS system
- Conducted inventory count and restocked the rails
- Aided customers with purchases and recommendations
- Styled the mannequins each day

HOLICHIC NYFW POP-UP (MANHATTAN, NY)

STORE ASSISTANT, FW NYFW 2022

- Assisted in setting up the Pop- Up space, managing to decoration of wall space
- Created content for social media, filming and photographing as well
- Collaborated with the photographer and videographer to bring creative visions to life
- Assisted in fittings and preparation for the runway show
- Worked as retail assistant during the Pop-Up
- Ran errands and assisted with any set up and clean up during events and shop hours
- Created graphics for window vinyls and other decoration
- Reached out to sponsors and influencers to request for their participation

XPRESSHIONS FASHION CLUB

CO-FOUNDER FALL 2021 – SPRING 2022 (CHAPEL HILL, NC)

- Spearheaded a fashion club for minority groups to improved diversity representation at UNC
- Spread awareness and increased interest through social media and a fashion show
- Organized a system of themed photoshoots and give creative liberty to people in the club
- Founded a leadership system 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
- Produced posters and mock up designs Pfizer's rural safety campaign
- Studied the media industry in China through the company

BOOZE CREAM (LOS ANGELES, CA)

GRAPHIC DESIGNER, MARCH 2020 – JUNE 2021

- Designed a 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 battling the stigma around mental health in South Asian communities
- Oversaw the manufacturing of the outfit in Zimbabwe virtually
- Organized and fabricated a Covid-safe fashion shoot,
- Built enthusiasm around the release of the pictures through teaser videos and social 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