



SMRITI VYAS

27/01/2000

EDUCATION

Amity International School, Noida, India

2018 - Humanities

Kamala Nehru College, University of Delhi, India

2021- BA Hons in English

London School of Trends, Online Diploma

2021 - Digital Diploma in Fashion Communications

Polimoda School of Fashion, Firenze, Italy

2022- Masters in Fashion Marketing & Communications

EXTRA CURRICULAR & WORK EXPERIENCE

Costume and prop design at Shri Ram Centre of Arts and Theatre | 2018

Designer and sourced costume and props for theatre actors and sets

President of Glitz Fashion Society | 2020-2021

Co designed an entire collection for the college fashion society managed social media and collaborations

Content writer for Sociomix | 2020 - 2021

Wrote and prepared SEO boosted content related to fashion, lifestyle and mental health for Sociomix

Content creator at The Trend Sight | 2020- 2021

Researched and curated content around fresh trends and evolution of fashion influenced by cultures

Content writer and Counsellor for Guild of Service | 2021

Prepared content for owned website, worked as a counsellor with Anganwadi workers in Qutub Enclave , New Delhi

CONTACT

📞 91 9667109269

✉️ smritivyass27@gmail.com
januaryjoey@gmail.com

SKILLS

- Content Writing and Journalism
- Market Research and Analysis
- Public Relations
- Social Media Management
- Digital Media Marketing
- SEO AND SEM
- Graphic Design

ACCOMPLISHMENTS

- Successfully boosted the rank of Glitz Fashion Society as the second best fashion society in Delhi University
- Was awarded 'Best Performer of 2021' by Kamala Nehru College, Delhi University for contributions in Fashion within the DU circuit
- Was granted 50% scholarship for Masters in FMC - Polimoda, Italy
- Covered Milan Design Week, 2022 for Polimoda Press, including Hermes, Dior and Diesel
- Won the title of 'most ethical startup idea' from Deloitte Italia (Group Competition)