

MEGHNA SARKAR

FASHION & LIFESTYLE JOURNALIST

PROFILE

Fashion and lifestyle journalist, with bylines on Forbes, WGSN, TexSelect and 1Granary.

Gained an MA in Fashion Communication (with Merit) at prestigious Central Saint Martins in London.

Previously worked in digital content in India. Winner of the TexSelect Journalism Award.

EDUCATION

BACHELOR OF ARTS, FASHION DESIGN 2012-2016

NATIONAL INSTITUTE OF FASHION TECHNOLOGY (INDIA)

MASTER OF ARTS, FASHION COMMUNICATION : FASHION JOURNALISM 2018

CENTRAL SAINT MARTINS (LONDON)

CONTACT

PHONE
8697505473

E-MAIL.
msmeghnasarkar@gmail.com

ADDRESS
241, Deshpran Sasmal Road
Kolkata - 700033
West Bengal
India

*References and portfolio of published works available on request

CAREER

FORBES | CONTRIBUTOR
JAN 2019 - PRESENT (LONDON)

Covering global fashion news through long-form features for ForbesLife

WGSN | WRITER & RESEARCHER
JULY 2018 - PRESENT (LONDON/INDIA)

Researching and analysing consumer trends in India for Mindset, the consultancy division of WGSN

Writing, editing and updating fashion / retail / lifestyle reports and short-form listings covering emerging trends in London

Pitching and writing trend-led stories for the WGSN Insider blog

TEXSELECT | STAFF WRITER
APRIL 2018 - SEPT 2018 (LONDON/PARIS)

Winner of the inaugural edition of the TexSelect Journalism Award, created by the world's leading charitable organisation for the support of new textile designers.

Prize involved contributing content over a six-month period and working with the organisation in London and Paris.

VOONIK | CONTENT WRITER
JUNE 2016 - NOV 2017 (INDIA)

Digital content creator for multi-channel campaigns with a core focus on e-mail and social media marketing

Strategising branded content, SEO, in-house blogs and newsletters

Creation of precise product catalogues keeping in mind the brand TOV and the target audience

Conceptualisation and content creation for offline brand marketing (print ads, TVCs etc)

Styling photoshoots for online and offline campaigns and in-house brand launches

Video ideation and execution for Voonik TV (V-commerce portal of Voonik) – Conceptualisation, scripting, styling & post production promotion