

# RUMAN BAIG

## CONTACT

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Al Barsha 1, Dubai.

## EDUCATION

2012-2015  
**B.SCAFD (Bachelor of Science in Apparel  
and Fashion Designing)**  
Sikkim Manipal University

2012-2015  
Diploma in U.K's B'Tech Pearson Edexcel  
Programme (HND Level 5)  
B.D Somani Institute of Art and Fashion  
Technology

High School - St. Xavier's Goa  
2011-2012

## SKILLS

- Fashion Journalism: 9+ years of experience in crafting compelling fashion stories.
- Content Creation: Expert in producing engaging content for various platforms.
- Editing: Meticulous editing skills to ensure accuracy and clarity.
- SEO: Proven ability to optimize content for search engines.
- Social Media: Skilled in managing and growing social media audiences.
- Event Coverage: Adept at reporting on and planning fashion events.
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- Video Production: Experienced in creating and editing video content

## PROFESSIONAL SUMMARY

As a seasoned digital editor and features writer with ten years of experience, I have been at the forefront of shaping fashion and beauty storytelling across leading publications in Mumbai and Dubai. My work spans launching and managing digital platforms, driving culturally resonant social media strategies, and leading high-impact editorial projects that speak to both regional and global audiences. With a strong foundation in fashion and beauty, I bring a strategic, editorially rigorous approach to content creation across print and digital.

## WORK EXPERIENCE

### Freelance Writer, Editor & Social Media Curator | Fashion, Beauty, Lifestyle & Travel

February 2025 - Ongoing

- I contribute to leading regional and international publications including Vogue Arabia, GQ Middle East, Vogue India, Mille World, Villa 88, MADAME Arabia, Villa 88 Travel, and ELLE Gourmet India.
- My work spans both print and digital platforms, covering a wide range of beats including fashion, beauty, lifestyle, and travel.
- In addition to writing and editing, I serve as a contributing social media editor for Villa 88 and MADAME Arabia, curating engaging, real-time content from high-profile events and brand activations.
- As a freelancer, I have a sharp instinct for spotting emerging trends and shaping them through an editorial lens—like identifying the nostalgic rise of bag charms and how they're bringing a sense of play to accessories for Vogue Arabia, before the trend gained momentum in the region. I gravitate towards stories that are timely, but always told with depth and a distinct point of view.
- With a strong grasp of digital culture, I'm quick to tap into what's resonating on platforms like TikTok and Instagram. My deep understanding of the region and its key tastemakers allows me to create content that's timely, relevant, and impactful.
- Beyond editorial, I'm also adept at orchestrating and hosting events—whether it's moderating panels, managing influencer gatherings, or supporting brand launches with content-led direction. I thrive in high-energy environments, can take on end-to-end event responsibilities.

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## Digital Editor – Emirates Woman

March 2023 - February 2025

- As a skilled digital editor and fashion journalist, I've transformed Emirates Woman's fashion vertical. I've conducted high-profile interviews with global fashion icons, written in-depth trend analyses, and launched the successful "60 seconds with EW" video series. My ability to create engaging content and build a strong online presence has contributed to significant audience growth..
- As a result-oriented digital editor, I go beyond content creation to drive audience growth and brand success. My expertise encompasses meticulous review and editing for clarity, accuracy, and style, ensuring content aligns perfectly with publication tone and guidelines. I'm also an SEO optimization specialist, strategically incorporating keywords to maximize search engine visibility.
- My finger is always on the pulse of the industry. I stay informed about emerging technologies and trends, adapting content strategies to resonate with evolving audience preferences. I foster a collaborative environment, working closely with writers to develop and refine content, providing constructive feedback to elevate their work.
- A meticulous eye for detail ensures content adheres to brand guidelines and editorial standards. I conduct thorough quality checks, identifying and correcting any errors before publication.
- My leadership has been instrumental in growing Emirates Woman + Emirates Man's social media presence on Instagram, TikTok, and Youtube. I spearheaded the creation of a captivating video series featuring local Emirati women for Emirati Women's Day (2023 + 2024). Additionally, I led the digital activations for the prestigious Emirates Woman Woman of the Year Awards (2023 + 2024), both on the website and social media.
- I bridge the gap between editorial and commercial teams. By crafting engaging commercial advertorials, social media videos, and other creative integrations, I directly contribute to revenue generation for the digital platforms.

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## Jr. Digital Editor – ELLE India

December 2020 - March 2023

- Spearheaded the creation of engaging fashion content for ELLE India's digital and print platforms.
- Produced and edited high-quality video content, including interviews, fashion films, and trend reports.
- Stayed ahead of the curve by analyzing industry trends and curating insightful trend reports.
- Collaborated with influential figures in the fashion industry to create impactful campaigns and partnerships.
- Represented ELLE India at prestigious national and international fashion events, including fashion weeks and industry gatherings.
- Leveraged digital platforms to increase brand visibility and engagement through social media, email marketing, and website content.
- Managed and mentored a team of junior editors and contributors.
- Strategic Partnerships: Built strong relationships with brands, PR agencies, and industry professionals.

## Fashion Features Writer – Femina

October 2019 – November 2020

- At Femina, I thrived as a fashion journalist, producing two engaging digital stories daily for the website. These stories covered a broad spectrum of fashion topics, keeping readers informed on current trends, offering in-depth analysis, and featuring insightful interviews. My writing expertise extended to the print magazine, contributing 15 editorial pages per fortnight.
- Beyond writing, I played a significant role in managing Femina's social media presence. I meticulously planned and scheduled engaging content across platforms like Instagram, Facebook, Twitter, and Pinterest. This ensured consistent brand messaging and fostered audience interaction. My keen understanding of fashion trends and social media dynamics allowed me to curate content that resonated with Femina's target audience.
- My skillset wasn't limited to trend reporting. I also excelled in crafting SEO-optimized long-form stories and articles that seamlessly integrated sales elements. This strategy ensured Femina's content ranked well in search engines, expanding reach and driving website traffic.
- Furthermore, I actively covered fashion events, capturing the essence and energy through insightful reports and interviews. To further enhance Femina's online presence, I created engaging video content for their YouTube channel, providing a visually captivating experience for viewers.

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## Fashion Writer – Peacock Magazine

January 2018 – September 2019

- Write all content (30 articles/features/interviews) for the monthly digital issue.
- Run social media accounts for The Peacock Magazine and Falguni Shane Peacock India.
- Conduct cover interviews and create video content for the magazine's YouTube page.
- Write product descriptions for the brand's e-commerce website and newsletters for the magazine.
- Draft official press releases and collection notes, generate paid partnership content for collaborative posts.

## Content Writer – Label Cherie. D

December 2016 – December 2017

- Developed social media content for the fashion brand Cherie D. Wrote collection notes, product descriptions and a press release for the label.
- Developed e-commerce strategise and helped with the marketing and branding of the brand.

## Fashion Writer – Lakmé Fashion Week

2015, 2016, 2017

- Write and edit official press releases for over 30 Indian designers each season for over five different seasons.