

Selena Khurana

Product Manager

Education

**Nov 2020 -
Current**

Graduate Degree: Software Engineering

MIT – Massachusetts Institute of Technology - Boston

Combining my passion for business with the technology sector, I decided to enroll to gain proficient knowledge of how to create web/mobile applications.

**Aug 2019 –
Feb 2021**

Master of Science: Luxury Management

MIP Politecnico Di Milano & Neoma Business School - Italy & France

IMLUX, the number one masters in the world for luxury management is a dual-degree business program focusing on all aspects of managing a luxury brand. Taught in both fashion capitals of the world, I gained expertise in telling the beautiful and timeless stories of unique brands that inspire their customers.

- Thesis: ["How AI Technology is Reshaping the Luxury Fashion Sector"]
- Awarded [Winner in Digital Marketing Campaign for Gucci Beauty's new lipstick line.]

**Aug 2015 –
May 2019**

Bachelor of Arts: Marketing

North Carolina State University - Raleigh, NC

- Graduated with University Honors & Dean's List
- Graduated Summa Cum Laude
- Minored in [Finance and International Relations]
- Thesis: [Cultural Appropriation in Luxury Fashion]

Certifications

2018-06

Fashion and Design Management, Bocconi University

2019-06

Advanced Microsoft Excel 2016, NC State University

Contact

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LinkedIn

<https://www.linkedin.com/in/selenakhurana/>

Github

<https://github.com/SelenaKhurana/>

Product Management Skills

Agile

Scrum

Jira

Computer Languages

JavaScript

Python

SQL

HTML & CSS

Github/Visual Studio Code

Work History

Sept 2020 - Current

Product Development & Marketing Assistant

The Italian buying office for fashion & luxury - Myriam Volterra, Milan, Italy

- Performed thorough market research and competitive analysis to understand and effectively communicate product value
- Support the delivery of new digital/innovative product capabilities using Scrum
- Close monitoring between buyers and Production plants to meet Critical path dates

Aug 2020 - Sept 2020

Digital Marketing Assistant

Natasha Slater Studios, PR & Events Fashion Agency

Milan, Italy

- Designed & curated high-quality marketing campaigns
- Extensive knowledge of adobe photoshop/illustrator/design
- Created & sent newsletter via Shopify and PenguinPass

Aug 2018 – June 2019

Financial Budgeting Analyst

Live Globally, Durham, North Carolina

- Active contributor to improve financial performance with challenge of making assumptions for effective improvements
- Performed account analysis and reconciliation of various accounts and prepared financial reports.

June 2017 – Aug 2017

Marketing Intern

Modern Showroom Milan, Milan, Italy

- Wrote, edited and published content to share on all social media platforms; created with adobe software
- Undertook guerilla marketing efforts through viral marketing efforts for luxury products
- Designed advertising strategies and brand promotions to increase quarterly sales

June 2016 – Aug 2016

Public Relations Intern

The Eighth Floor Strategic Communications Agency

New York, NY

- Conducted social media analysis for each brand; directed in-depth market trends to pitch creative ideas for client events.
- Worked as lead intern backstage and created press releases for Park & Ronan set during New York Fashion Week: Men's

Languages

English

Italian

