

# Selena Khurana – QA Tester

Portfolio: <https://selenakhurana.github.io/>

## Education

Nov 2020 -  
Current

### Graduate Degree: Software Engineering

*MIT – Massachusetts Institute of Technology - Boston*  
Learning the MERN Stack for FullStack Engineer – A JavaScript Stack with four open-source components that provides an end-to-end framework for developers to work in. (MongoDB, Express, React & Node) **Check out my Github Portfolio! (link above)**

Aug 2019 –  
Feb 2021

### Master of Science: Luxury Management

*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 Science: Business Administration (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

**06-2018** Fashion and Design Management, Bocconi University

**06-2019** Advanced Microsoft Excel 2016, NC State University

## Contact

### Phone

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### E-mail

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### LinkedIn

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

### Github

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

## Agile Methods

Agile

Scrum

Jira

## Computer Languages

JavaScript

Python

SQL

HTML & CSS

Github/Visual Studio Code

# Work History

Sept 2020 -  
Current

Product Development 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

- Undertook guerilla marketing efforts through viral marketing efforts for luxury products via adobe photoshop
- Designed advertising strategies and brand promotions to increase quarterly sales

June 2016 –  
Aug 2016

Analytics 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