

JENNY SALAM

Design Strategist / Researcher
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ABOUT ME

A creative and imaginative strategic designer with a particular interest in interior design and home decor. My background includes brand management and market research, which has sharpened my ability to understand and respond to consumer needs effectively. Organized problem solver with high energy and attention to detail. Quick learner and ability to participate in team dynamics.

WORK EXPERIENCE

Skyberry Pvt.Ltd(Local Nation)

Brand Management Internee (2023)

- Brand Hunting, Onboarding of new brands to the e-commerce platform, Product Listing.

Ambisort Pvt.Ltd (Never Mind)

Brand Manager| 2022 (Internship)

- partnership anchor for B2C and B2B, listing the brand products on e-commerce platforms and email marketing.

Hippocampus Infotech Pvt.Ltd

Project Head | 2017-2021

- Responsible for the smooth and timely execution of Ayushmann Bharat project, MIS, client interaction.

G.D Goenka International School

Public Relationship Officer | 2017

- Planning, organizing, dealing queries, maintenance of student records.

Hippocampus Infotech Pvt. Ltd.

Project Coordinator | 2012-2015

- MIS reporting, coordination with clients and project team members.

Webcom Information Technology

Sales, Project Coordinator | 2011-2012

- Supporting Project managers for execution, coordination with teams, procurement and delivery, and client coordination.

ACADEMIC PROJECTS

- Design Thinking Methods -

Body Positivity Campaign aims to promote positive body image, self-love, and self-acceptance among individuals of all ages and genders.

- Strategic Design Management -

a. Developed an organic sanitary napkin brand - NURA .

b. Building a Brand of Brands through User-Generated Content (UGC)

EDUCATION

- Master of Design - Strategic Design Management (2021-2023)

National Institute of Fashion Technology , Kannur

- Bachelor of Computer Science - **Sathyabama University, Chennai**

CERTIFICATION

Management of Fashion and Luxury Companies - Universita Bocconi (Coursera 2020-2021)

SKILLS

- Procreate
- Illustrator
- MS Office
- Email Marketing
- Research

INTERESTS

- Home Decor
- Gardening
- Yoga
- Art & Craft