

PRACHI NEGI

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Profile: I am a fashion stylist with an experience of 4 years including experience of working at an e-commerce website. I specialize in fashion and product styling and have also had an experience in food styling.

Portfolio Link: <https://www.behance.net/prachinegi>

Professional Experience:

Limeroad : Fashion and Product Stylist (July 2015 - October 2016, July 2018 - Currently)

Currently working as a fashion and product stylist with Limeroad.

- Researched and conceptualised the shoots.
- Created the set-ups for stylised product and fashion shoots.
- Sourcing for the shoots.
- Coordinating with the studio head.
- Coordinating with the photographer.
- Coordinating with the editor.
- Convey the final editing and changes to be done on the image to the editor.

Forest Essentials :

- Styling and shooting their beauty products for social media campaigns and channel partners.
- Writing blogs for the brand.
- Coordinating with the graphics team on properties for Nykaa, Amazon and other media partners.
- Working on monthly marketing strategies.

Amazon, India

- Styled shoots for brands like Carlton London and Lavie under the Amazon umbrella.
- Styling shoes and bags during the product shoot which helps customer clearly visualize actual product.
- Ensuring products look visually appealing without props to distract the attention.
- Following the specific and strict global guidelines was an integral part of the shoot.
- Coordinating with the photographer. Monitoring editing details and conveying them to all stakeholders.

DLF Mall of India, Noida: is India's largest mall with one of the most impressive online footprint.

- Styled the 2016 Diwali digital commercial <https://www.youtube.com/watch?v=3V3PQ1d26h4>
- Conceptualised, created & styled Digital Lookbooks' for Diwali, Pre-winter and Winter.
- Conceptualising, styled & produced the Valentine's Day stop-motion video for the brand

Namak Mandi, DLF Promenade: Namak Mandi is the latest entrant in the casual dining space.

- Styled & photographed food shots for the digital marketing launch
<https://www.instagram.com/namakmandidelhi/>

Mio Primo (<https://mioprimo.in/>): Mio Primo is an online infant & kids clothing/accessory portal

- Styled infant apparel and other products for their online catalogue and digital marketing.

Benefit Cosmetics, India: Chain retailer with beauty products including makeup & skincare

- Stylised a shoot keeping their quirky and feminine vibe in mind for few of its products.
- <https://www.instagram.com/p/BXsilgSARRT/?taken-by=benefitindia>

Mccann Erickson: Intern in the Client Servicing Dept. (September 2013 - Mid-November 2013) :

Mccann Erickson is one top advertising firms in in India.

- Worked on the pitch for Jharkhand tourism.
- Assisted work on brands like Nestle, Perfetti Van Melle.
- Coordinated between the brand manager and creatives.

Worked on a T-shirt brand named *Fitoor*.

I used to hand-paint quirky designs. I customised prints keeping latest trends in mind with different techniques and patterns. The brand's primary TG was college students.

Painted t-shirts for the staff of a restaurant – Fireflies, New Friends Colony, New Delhi

Marketing and Sales executive at *Campus Diaries*. (February 2013 - October 2013)

Campus Diaries is an online and offline magazine for college students.

- Worked on online marketing across all social media platforms.
- Formulated various events for brand promotion.
- Formulated plans to increase the sales of their offline magazine.

Campus Manager at Philips. (August 2013 - December 2013)

Philips is a world renowned company in the field of electronics, healthcare and lighting.

- Promoted the brand in the campus with products aimed at college students.
- Carried out various marketing strategies.
- Worked on increasing the sale of the brand.

Campus Manager at Channel V. (October 2013 - January 2014)

Channel V is a television channel.

- Promoted an event for Channel V.
- Carried out various marketing strategies.

Extra Curricular Activities

Was part of the dramatics society of Gargi College – UPSTAGE. (represented college at IIT Kanpur, IIT Delhi, IIT Mumbai, Kamani theater)

Cultural Secretary of B. A. Program for the past 2 years. (Responsible for organizing departmental trips and cultural events)

Editor of the B.A. Programme magazine – VIBGYOR.

Won medals and certificates in basketball, shot-put, volleyball, throwball and discus throw at high school and college level.

Education Summary

Graduated with a degree in Bachelors of Arts (B.A. Program, Majoring in Psychology & Economics) from University of Delhi in 2015.

OTHER DETAILS & SKILLS

Date of Birth: 31 January 1994

Languages – English (Fluent), Hindi (Native)

Proficient in use - Capture One, Microsoft Word, Excel and PowerPoint