“Jack of all”, rightly delineated my disposition during my childhood days. I wanted to step into every arena possible to grab, learn and master it; swimming, basketball, badminton, painting, dance, baking- I learned it all. Nevertheless, out of all these above pursuits, one thing that continued throughout my life was persistent curiosity to creatively analyze the novelties of the world as they opened up to me.

I went to pursue my Bachelors in Engineering in computer science. Stepping out from a protected domain for the first time, the new system, alienism, food and loneliness led to anxieties but I conquered my demons, adjusted brilliantly with confidence and achieved recognition not only academically, but also non-scholastically.

In the university while grasping theoretical concepts, I was always very keen to see practical application of my classroom learning. Adept in web development, I have worked with companies like Verve Health Care Limited and V Tech Solutions. At Verve Health Care Limited, while combining the ideas for a successful travel management plan, I honed the essentials of front end and back-end programming in HTML, CSS, JQuery and PHP. I have worked with VTECH solutions for projects developing web systems and server maintenance for various global companies, building an awareness of business processes and applications.

Additionally, I wanted to explore the field of business - especially in the idea of ‘selling’ in the market. I interned with Pashan Ventures, a “new age” FMCG company that allowed me to market their products to the young and peppy clientele. With ever-increasing social media craze and gram-lovers, it was quite a learning experience to build a social media presence for Promen and Prowomen products and observe the market trends. To cite an example, it was quite interesting to see that lip lighteners were the most popular product among the young smokers in the town. I have continued to work part time with the company and assist in the development of marketing and the distribution strategy for their products gaining valuable insights into actual execution of marketing programs.

In 2019, after great explorations, I developed a keen interest in fashion and luxury blogging. I wanted to wear elaborate couture, follow instabloggers, get clicked and create my presence on social media. With the advent of this new passion, I modeled for certain brands like rhua collections, lenskart and some other local brands. Eventually, the epiphany came drilling down to the fact of combining my computer skills with my interest in the most flourishing field in the world. I wanted to get into the business of fashion while collaborating my technical skills and eventually divulging into an entrepreneurial adventure by following the concept of 3-5-10-year plan. Europe holding the fashion supremacy in the world since ancient times, I started looking for universities that could give me an opportunity to pave my path into fashion merchandizing and brand influencing while gaining insightful business knowledge and practices. I got into ESCP, 5th ranked university in the world. Before I entered into this new phase of life I always had the idea of specializing in fashion management. Hence no doubt, ESCP has opened up new opportunities for students to turn business into a luxury opportunity.

The diverse experiences have grown me into an eccentric next-door girl- who now wants to further her skills and face the global competencies with a thorough knowledge of international fashion and luxury management. As a career, I would want to initially work in top fashion houses to get a real world experience. I would like to travel the globe and build international networks to create an outreach to global influencers and eventually apply this to a budding idea of opening my own luxury fashion marketing firm.

I would like to incorporate strategic approaches of consumer market to design and develop niche market campaigns. With a social media interaction that is becoming more focused, the marketing discipline will see increased quantitative inputs.  I hear that, “Instagram is the new LinkedIn”. While professionals pass cursory glances at LinkedIn pages to analyze the non-spoken credentials, the gram-lovers just love the trends on media platforms. Why not combine the two? With the ever-increasing luxury market, there is a great demand and passion for selling your own ideas and thoughts. That’s exactly what I want to inculcate. Given my computing and quantitative subject knowledge, I believe I have the skills to exploit the evolving fashion industry. Hence, I look for work that can help integrate these skills with insight into human behavior.

My inner inquisition wants to explore every nuance be it networking with diverse people, working for community, engaging in team activities or imbibing new skills. In the pursuit of giving and receiving benefits from the school, I want to forge my own path, try new things that inspire and excite and be fueled by knowledge