

# ROSHNI RAJENDRA

Cannes Young Lions India winner with 4+ years of experience managing P&L and delivering products that drive revenue growth. Adept at understanding consumer requirements, collaborating cross-functionally with internal teams and external partners to achieve business objectives.

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## WORK EXPERIENCE

**Brand Manager** 2021 – present  
Bags by Fastrack, Titan Company Ltd

*End-to-end ownership of P&L, product strategy & GTM of a growth stage ladies bags brand*  
Product

- Managed portfolio for **5 seasons (600 SKUs)**
- Achieved **100% y-o-y topline growth**
- Determined **product pricing and merchandise mix** across 4 channels - EBOs, LFS, MBRs, Ecomm
- **Revamped design language**, resulting in **5pp improvement** in avg. sell-through
- **Led PMO for product launches**, liaising with Design, Sourcing, and Supply Chain teams to ensure timely launches for 5 seasons
- **Built relationships** with key channel partners, increased presence LFS doors by 50%

Communication

- Managed marketing budget of **15+ Crs p.a.**
- **Drove brand visibility across touchpoints** by leading engagement with agencies e.g., Creative, PR, Digital, Influencers, etc
- **Led ideation and execution for 4 collection campaigns** including 4 ad films & 20+ key visuals for online and in-store displays

**Product Marketer** 2017 – 2019  
Talview Inc

*AI-powered HRTech hiring & proctoring soln.*

- **Pioneered a new HR-tech category** "Insta-Hiring" based on insights from primary research
- **Managed all brand communications** including social media, blog updates, product updates and events

**Asst Quality Manager** 2015 – 2016  
MRS Fashions, Bahrain

*Garment manufacturing facility, subsidiary of Hong Kong-based Must Garments Corp Ltd*

- Led QC team of **20+ checkers & 4 supervisors**, reduced audit failures from 15% to 2%
- Drove **1.5 AQL-based quality management** of **1 million garments monthly** for brands - Macy's, Walmart & JC Penney

## EDUCATION

Indian Institute of Management, Ahmedabad  
**MBA** 2019 – 2021

National Institute of Fashion Technology, Bengaluru  
**BFTech** 2011 – 2015

ENSAIT, France  
**Design and Dist. Mgmt.** 2014

## ACHIEVEMENTS

- Won **Cannes Young Lions** India Award in the Marketing Category
- NIFT Entrance Exam: Secured **All India Rank 32**
- Titan Company Ltd:
  - Received '**A**' rating for 2 consecutive yrs
  - Received **2 Achiever Awards** in 2022

## INDEPENDENT INITIATIVE

**GreenStitched Film Festival** 2017

- Conceptualized **first ever film festival on sustainable fashion** in India
- Received footfall of **100+ attendees**
- Led event design, **screened 10 documentaries**, with **3 speaker sessions**
- Received **coverage from 10+ national media** outlets incl. Doordarshan, The Hindu, ET, ToI, etc with zero ad spend

## VOLUNTEERING

**IIMA Covid Relief** 2020

- Conducted **survey of ~1K households**, identifying & providing aid to disadvantaged families
- **Raised INR 60,000** by organising 3 speaker sessions' for 150+ MBA aspirants, **Speaker in 1 session**

**Prajayatna (Edu NGO)** 2017

- Worked with **Department of Education, Govt of Karnataka** - facilitated sociometric research for 2800+ students in 30+ schools to understand impact of the RTE Act