



Gauri Sawhney

I am a Fashion Media and Communication student at Pearl Academy, Delhi, a keen observer of fashion, luxury and marketing. It motivates me to create differentiated, innovative, and impact-making concepts for campaigns and content creation that align with ever-evolving demands. As an enthusiastic learner, I am yearning to explore more skills, embrace fresh perspectives, push the creative bounds, and create meaningful contributions to the industry.

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- For Portfolio, visit the following link:
<https://www.gaurisawhneyportfolio.com>

Education

Under Graduation

Pearl Academy
Fashion media and communication
[2021-2025]

Delhi University, Sol
Bachelor of Arts
[2021-2024]

Senior Secondary

Bal Bharti Public School
[2008-2021]

Experience and Achievement

- June 2024 - December 2024
Social Media & Graphic Design Intern, Studio Audela
I manage and curate content for social media, including creating mood boards, planning photoshoots, designing grids, and producing graphic content to enhance brand identity.
- December 2023
Marketing Project, Typsy Beauty
For a live industry project, I worked with the brand to boost sales by brainstorming event ideas and developing strategies to enhance customer engagement.
- October 2023
Intern, NoughtOne X Lakme Fashion Week
I managed front desk and backstage operations, serving as the initial point of contact for guests while ensuring smooth coordination between the teams.
- Freelance
Researcher, Apparel Export Promotion Council
I collaborated with the team to research and analyze emerging trends using insights from WGSN, ensuring our content aligned with the latest industry developments.
- June 2021
Social Media Intern, Social Tab
I managed social media for brands including Geetanjali Salon, Burgill, and Nomad Pizza, curating content, brainstorming creative ideas, and ensuring a cohesive digital presence.
- Received excellence award from Pearl Academy**

Skills

- MS Excel
- Illustrator
- Photoshop
- Indesign
- Figma
- Canva
- Layouting
- Marketing
- Creative Direction
- Content Writing
- Research & trend forecasting