Siddarth D

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ABOUT ME

An engineer-turned fashion enthusiast, I left my engineering job after I was inspired and drawn into the fashion industry. To augment the formal knowledge gained through my master's degree in Fashion Management and industry experience, I am on the lookout to build a deep-rooted career in the fields of fashion and retail industry.

EXPERIENCE

RELIANCE TRENDS, Bangalore(Jan 2020 - April 2020)
Buying and Merchandising Intern-Women's western wear

- Competitor analysis for Dresses and Tops category for women's wear.
- Vendor management -Sample approvals, logisitics, product allocation.
- Performed Merchandise and assortment planning for the AW20/21.
- Prepared Weekly summary of the sales report on different categories.

UNITED COLORS OF BENETTON, Gurgaon(June 2019 - August 2019)
Buying and Merchandising Intern-Men's wear

- Involved in Range selection and Merchandise planning for Men SS-20.
- Analysed Consumer buying behaviour and competitor analysis.
- Reviewed performance indicators of the last season's products.
- Reviewed the core and fashion collections for Men SS-20.

SAI SANKET ENTERPRISES, Hyderabad(May 2017 - June 2018)
Design Engineer

- Involved in the design of Irrigation pipe line network for Orissa mega lift irrigation project using design software and MS Excel.

ACADEMIC QUALIFICATIONS

Masters of Fashion Management, 2018-20
National institute of Fashion Technology
CGPA: 8.9

Bachelor of Technology in Civil Engineering, 2012-16
SASTRA University
CGPA: 6.56

PROJECTS UNDERTAKEN

FORECAST STUDY WITH 'NIPPON PAINTS', JAN '19
- Involved in identifying DIGI Sexual as a fringe element which might have potential impact on future.
- Involved in Study of Indian millennials mindset for Nippon Paint and the color trend related with the mindset.

LIVE PROJECT WITH 'WESTSIDE', OCT-DEC '18
- Understanding the products and marketing strategies of the brand.
- Target market analysis and consumer behaviour study.
- Suggested new marketing strategies for the brand.

COLOR FORECAST, AUG-SEP '18
- Performed a color trend study of a specified demographic zone in Chennai.
- Researched on color ways trend in home accessories in Chennai.

STUDENT HEAD - APPARELS AND MERCHANDISE TEAM- SASTRA UNIVERSITY
- Involved in planning and buying of merchandise (T- Shirts).
- Negotiating with vendors for right product at right price.
- Coordinating with college design team and predict the best sellable design on T-shirts.

SKILLS

Skill	Level
Microsoft Excel	●●●●●○
Microsoft Powerpoint	●●●●●○
SPSS	●●●●●○
Tableau	●●●○○○

AREAS OF INTEREST

Buying & Merchandising
Category management
Competition analysis
Market research

LANGUAGES

Language	Level
English	●●●●●
Tamil	●●●●●
Telugu	●●●○○
Hindi	●●○○○