

MINOTI BENEGAL

BEAUTY, FASHION & LIFESTYLE

EDUCATION

Savannah College of Art and Design

Graduated May 2021 • Bachelor of Fine Arts,
Fashion Marketing & Management
GPA: 4.0/4.0

Honors & Awards SCAD Dean's List 2018
SCAD Academic Honors Scholarship

SKILLS

E-Commerce	Creative Solutions
Creative Strategy	Team Leadership
Strategic Planning	Management
Shopify	Creative Development
Social Media Marketing	Time Management
Copywriting	Communication
Project Management	Attention to detail
Adobe Photoshop	Organization
Adobe Illustrator	
Adobe InDesign	
Marketing Analytics	
Research	
Customer Experience	
SEO	
Blog Post Writing	

CONTACT

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EXPERIENCE

KYNAH

Sept 2021 - Present

E-Commerce & Marketing Coordinator

- Maintain, update, modify & edit products in Shopify including product images, categories, vendors, specifications & inventory
- Troubleshoot issues pertaining to the site with relation to pricing, imagery & content
- Merchandise product across all collections weekly
- Develop innovative standards, systems & best practices for brand growth & awareness
- Creating & planning marketing calendar for Instagram, email marketing, TikTok, influencers and paid social
- Strategizing plans for upcoming pop up events & collection launches
- Led copy across paid ads for headline copy and in-feed posts for KYNAH and KISKA, sister brand
- Writing weekly bridal blog posts

Métier Creative

Oct - Dec 2021

Strategy Intern

- Strategized, developed and lead competitive audits
- Managing Instagram for Métier
- Shadowed & participated in collaborative sessions to help develop pre-established and new brands
- Sourced influencers for various brands with different reach and target audiences
- Collaborated with different departments to learn about marketing, building creative content & how to create copy

Atlanta Apparel, AmericasMart

2019 - 2020

Fashion Tradeshow Sales Intern

- Gathered insight in regards merchandising, marketing and sales for a regional wholesale trade show business
- Helped organize two consecutive markets
- Developed excel and CRM system experience
- Gained event management system training