



MANSI SINGH

*Fashion Designing,
Merchandising &
Entrepreneurship
Currently Teaching
PMGC & Managing my
own enterprise*

EDUCATION

Masters of fashion management from
National Institute of fashion
technology, Raebareli, 2019.
BSc. Fashion designing from Amity
University, Lucknow, 2017.

LANGUAGE

Hindi & English.

Contact: +91 9648001591

 manasimish27@gmail.com
 <https://dl.flipkart.com/s/kgdxWOuuuN>
<https://amzn.eu/d/3yTluCh>

 Lucknow

WORK EXPERIENCE

Currently Working in JD Institute 2025
Subject - Pattern Making/ Drafting/
Garment Construction

- Introduction / Importance / Terminology of each Topics, theory,
- Basic bodice Front Back , Skirt, Sleeves
- Sleeves Variations
- Types of Blouse (2 darta, Princess line, Belt cut, 4 darta blouse)
- Dart Manipulation
- Types of neckline, Pockets, Collars
- Types of seams
- Basics Kurta with Variation
- A- line princess cut Foundation
- Trousers with Variation
- Kids Bodice with Variation
- Anarkali & Lehenga with Variation

Managing Family Business 2023- Running

Online And Offline Presence (Flipkart & Amazon and Customization Store in Lucknow)

BYBF Babe You BetterFly

(Registered Name Indra Enterprises)

- Managing Production, Customization, New designs & Workforce
- Client Management & Day to day activities
- Buying and Inventory Management
- Day to Day Operation and workforce
- Handling pricing and deliveries
- Maintaining the TAT
- Financial Oversight
- Providing Valuable Customer Experience
- Managing Pop- ups and Exhibitions

ODN Digital services: 2022- 2023
Working as an Account Manager

Roles and Responsibilities:

Managed 30+ accounts

- Build deep relationship with the client to understand their specific needs and bought several new clients with that
- Strong understanding of an e-commerce consumer behavior and audience segmentation along with marketplaces
- Deeply understand the process of E-commerce guidelines, Photoshoot, Cataloging & Listing on the marketplaces like: Myntra, Nykaa, Ajio, Flipkart, Amazon, Tta Cliq Luxury and Dubai Based Company Like Apparel Group
- Maintaining records of client's feedback and worked on team performance to improve the services and provide better experience everyday.
- Working on the given targets and completion within the TAT (Turn Around Time)

Kraft Corridor Pvt Ltd- 2019-2020

Roles & Responsibilities:

- Stock maintenance and rotation on a weekly basis (flagships stores , buyers like multi designers stores) on different locations
- Promoting the existing products and introducing the new to the clients
- Handling after sales services and issues regarding the products
- Ensure accurate promotion are running around the seasons
- Keeping a track on competitor brands and their strategies
- Working closely with celebrity stylist for media promotion
- Sourcing and building relationship with existing and new buyers and managing agreement

Soft Skills

Attention to Detailing
Adaptability & Flexibility
Networking & Relationship Building
Strong Interpersonal Skill
Organized
Work Ethics & Discipline
Team Management
Communication
Social Media Management

Hard Skills

MS Excel
Excel
Canva
Video Editing
Email Skill
Presentation

Interests

Designing & Sketching
Designer Wear Construction
Fashion Styling
Hand Painting
Video Editing

Internship

Tarun Tahiliani Designs Pvt.Ltd, Gurugram –

India's leading designer. Interned at Sales & Merchandising Department to complete my graduation project.
Worked on marketing research, trend analysis, Price range development on the basis of cost of the garments and completed my project on the topic: In-Depth study of Silhouettes & Fits.

FabIndia Overseas Pvt.Ltd, New Delhi -

India's largest private platform.
Interned as a Buying Merchandiser and also completed my project: Understanding the process of an organization and finding out the gaps.
Majorly worked on PO's (Purchase orders sheet), Looking over the quality of the fits that's going for the bulk production, Been a part of the meeting where all the store managers joins for the 6 month report on the basis of sales

Basant India Limited, Noida, Uttar Pradesh-

Export House. Where I was working as a designer. I use to create new designs for the bags and their motifs.
