

Priti Kanadia

FASHION MARKETING & MANAGEMENT

www.pritikanadia.in

E : kanadiapitu10@gmail.com

P : (669) 258-6161

SKILLS

Production & processing of design
Sourcing Fabric
Pattern Making
Sewing
Styling
Event Production
Sense of Urgency

SOFTWARE

Microsoft Office
Adobe Photoshop
Adobe Illustration
Adobe InDesign
Google Sketchup

LANGUAGE

English
Gujarati
Hindi
Marathi

EDUCATION

The Art Institute of California – San Francisco
San Francisco, CA (March 2017)
Associate Fashion Marketing & Management

University of Mumbai
Mumbai, India (March 2013)
Bachelor of Commerce

**Sasmira, The Synthetic & Art Silk Mill's-
research Association**
Mumbai, India (July 2010)
Diploma in Apparel Merchandising

**Rachana Sansad School of Fashion &
Textile Designing**
Mumbai, India (July 2009)
Diploma in Fashion & Textile Designing

FASHION VOLUNTEER

Vastra Fashion Show 2007
Assisted in back stage and dressed model
Vastra Fashion Show 2009
Assisted in Front stage helper

EXPERIENCE

Malacha Pret- Couture| Mumbai, MH| 6/2013-1/2015

Marketing & Production Manager

- Responsible for product development
- Directed line of production at different levels & various departments
- Assisted with fabric sourcing from different vendors
- Managed inventory
- Developed stage show outfits for celebrities in Bollywood industry
- Responsible for two different styling projects including Real Diamond Jewelry & Traditional Indian outfit styling catalog

P.H. Creation | Mumbai, MH | 6/2012 – 2/2013

Freelancer Designer & Execution

- Designed Men's formal button up shirt
- Created traditional men's kamiz
- Executed design from concept to final product

Creation by Shanagar | Mumbai, MH | 9/2010–2/2011

Junior Export Merchandiser

- In-charge of buyer in Tokyo, Greece, Canada & Italy
- Responsible for sample making, getting approval from intended buyer and sending them for production
- Reviewed, verified and sent production items to checking department
- Familiar with legal export documentation for importing country to ship product on time

Krataarth Architect | Mumbai, MH | 8/2009 – 7/2010

Accountant

- Conducted ledger and journal entries
- Assisted in administrative work & clerical duties

PERSONAL EXPERIENCE

Owner

- Held personal exhibition based on Indian traditional & casual outfit for women
- Concept to production

HONORS & AWARDS

- Textile Exhibition | Mumbai, MH| 3/2009
Decorative Fashion Fabric Design, 1st place
- Vastra Fashion Show| Mumbai, MH| 2/2009
Gothic Collection (Business Formal), 1st place
- Vastra Fashion Show| Mumbai, MH| 2/2007
Best garment design, 2nd place