

SRISHTI BAGARIA

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PROFESSIONAL SUMMARY

Strategic communications professional blending entrepreneurial adaptability with an audience-centric approach to brand storytelling. Passionate about crafting narratives that drive impactful visibility, and eager to continue learning and growing within the PR industry.

EDUCATION

LIM College | Master of Professional Studies in Fashion Marketing (STEM) New York, NY | Expected August 2026
• Specialization: Strategic Digital Marketing | GPA: 3.92/4
SNDT | Bachelor of Design (Fashion) Mumbai | April 2014

CERTIFICATIONS

- Inside LVMH (Creation and Branding, Retail and Customer Experience) July 2025
 - Data Analytics, AI & Licensing in the Fashion Industry (LIM College x LCF) June 2025
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EXPERIENCE

Battalion PR | PR Intern New York, NY | June 2026 - Present
• **PR & Influencer Strategy:** Execute luxury PR campaigns through targeted media pitches and influencer audits. Drive daily press reporting and competitor analysis while supporting high-profile brand events.

Factory PR | PR Intern New York, NY | February 2026 - May 2026
• **Media Relations & Strategic Support:** Conducted industry research and built targeted media lists to drive PR and integrated marketing campaigns, executed daily media monitoring and press clipping to track brand coverage.
• **Showroom Management & Event Production:** Handled product send outs and oversee daily showroom administration, collaborating with internal teams to plan and execute high-impact press, influencer and client events.

Bibhu Mohapatra | Luxury Marketing and PR Assistant New York, NY | September 2025
• **Inventory & Sample Trafficking:** Managed rigorous inventory tracking for high-volume stylist loans, editorial and VIP requests, maintaining 100% accuracy for high-value collections moving in and out of a fast-paced showroom.
• **NYFW Event Production:** Coordinated production planning for NYFW SS26, serving as the operational liaison between internal teams and external vendors to execute seamless front-of-house and backstage logistics.

Fashion Group International & Fashion 4 Development | Event Assistant New York, NY | June 2025
• **VIP Relations & Event Strategy:** Collaborated with executive leadership to execute high-profile industry summits, managing on-site operations and luxury gifting to ensure a flawless, white-glove experience for C-suite attendees.
• **Production Support:** Facilitated seamless production of diplomatic fashion gatherings (e.g., U.N. Ambassador Summer Circle), managing VIP reception protocol for over 190 dignitaries, including ambassadors from 42 nations.

Esbe | Founder & Brand Strategist | India's first hand-painted sneaker customization brand Mumbai | 2010-2024
• **Global Brand Strategy:** Spearheaded brand messaging and positioning for the launch of 12 new product categories, leveraging consumer insights and trend forecasting to successfully scale international presence across 15 countries.
• **Content Strategy & Loyalty:** Drove an 85% customer retention rate by combining consistent product craftsmanship and personalized client relationships with a targeted multi-platform content strategy.
• **Strategic Partnerships & VIP Relations:** Forged high-impact B2B partnerships and VIP relationships (e.g., Kokuyo Camlin), driving brand credibility and audience growth through digital campaigns and live-streamed content.
• **Experiential Marketing:** Produced immersive offline brand activations, including a live customization event in partnership with Vero Moda that engaged 800+ attendees and directly drove on-site lead generation.
• **Cross-Functional Leadership:** Managed end-to-end project workflows and vendor relations, demonstrating strong operational oversight to ensure seamless execution from concept to delivery.

LEADERSHIP & AWARDS | LIM College New York, NY | 2025-26
• **Commencement Speaker:** Delivered the 2026 Commencement address to 1,000+ attendees as Graduate Speaker.
• **Culture Club (President)** | Awarded Best Student Club of 2026: Directed the annual event strategy for a 35+ member organization, increasing student engagement by organizing monthly outings and professional development meetings.
• **Outstanding Graduate Student Leader:** Recognized among the graduate cohort for exceptional campus impact.

SKILLS

Tools & Platforms: Launchmetrics (Fashion GPS), Muck Rack, MS Excel, Word, PowerPoint, Google Suite
Creative Design: Adobe Photoshop, Canva, CapCut, Procreate
Language: English, French, Hindi