

RAMANATHAN APARNA

FASHION MARKETER

ABOUT ME

- Creative and results-driven Fashion Marketer with hands-on experience in social media content creation, digital marketing, brand storytelling, and visual direction. Skilled in analysing audience behaviour, shaping campaign ideas, and producing engaging fashion visuals across multiple platforms. With experience in fashion retail, branding projects, and real client collaborations, I bring a strong understanding of how fashion consumers think, shop, and interact online. I combine creative direction with marketing strategy to develop concepts that are visually strong, emotionally relevant, and aligned with brand goals.

EDUCATION

Diploma in Creative Direction for Fashion

Lasalle college of the arts | Singapore

Graduating: 2026

SSLC

Linga Matriculation Higher secondary School | India

Graduated: 2022

Psle

West Grove Primary School | Singapore Graduated: 2019

EXPERIENCE

ES ESSENTIAL SINGAPORE

Aug2025 - Nov2025

Marketing intern

- Marketed in both social media (instagram and facebook)
- Logistics(arranged clothes in order)
- Photography and videography

SKECHERS SINGAPORE

Dec2025 - Janaury2026

Event Helper

- Cashering Duties
- Customer Service
- Stock Replenshiments

VALUE DOLLAR

Mar2023- Aug2025

Retail Sales Assistant

- Cashering duties
- Replenshing stocks
- Customer service
- Stock ordering
- Logistics

CONTACT

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ramanathan aparna.wixsite

SKILLS

- Branding
- Marketing
- Customer service
- Content strategy
- Social media managment
- Video editing
- Adobe apps

CERTIFICATE AND EXTRA SKILLS

- Certificate in Digital marketing
- Teaching art and design elective completion
- Sewing

LANGUAGES

- English
- Tamil