

DIYA ARATTI

BRAND STRATEGY AND MARKETING

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✉ Diya Aratti

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A fashion business professional invested in building ethical and innovative brand strategies that prioritise impact, accountability, and long-term value in the global fashion industry.

WORK EXPERIENCE

Gallery Assistant

Dior X UBS House of Crafts (November 2025)

A curated gallery exhibition showcasing Dior's couture craftsmanship and heritage

- Built an in-depth understanding of Dior's craftsmanship and artisanal techniques.
- Guided guests through Dior's craftsmanship narrative, introducing the creative directors' histories and contextualising the techniques on display.
- Supported on-site operations by facilitating smooth visitor flow and enhancing guest experience.

Experiential Marketing and Events Coordinator

Division Communications (May - June 2025)

A creative agency, specialising in conceptualisation, production of lifestyle and fashion live events, sponsorship marketing and brand activations

- Conceptualised brand experiences through creative brainstorming and research for clients like Cetaphil and Universal Studios.
- Handled vendor outreach and coordination for pre-event production.
- Supported on-site event execution for clients like Canon and Leica, enhancing logistics, guest experience, and overall brand presence.

Marketing and Content Creator

ABCD Foundation (June - October 2024)

A non-profit organisation committed to supporting animals and people in need

- Created engaging content aligned with brand identity and target audience.
- Reaching out to influencers to enhance brand reach and impact.
- Managed social media strategies, driving a 30% increase in Instagram engagement.

PROJECTS

Founder, Creative Director & Business Strategist

Daara: The Training Collective (Aug 2025 - April 2026)

A women-centric training collective reimagining authorship in India's handloom sector

- Conceptualised a social enterprise bridging artisan skill and creative authorship in India's handloom sector.
- Designed a hands-on training model combining weaving, design thinking, and entrepreneurship for women artisans.
- Developed a scalable business and brand strategy positioning artisans as visible creators through products, experiences, and digital platforms.

Creative Director and Head of Business Operations

MONAD - Skin and Spirit (Jan - April 2025)

A bi-annual luxury publication that explores the intersection of belief systems with fashion and identity

- Led the creative direction and visual storytelling for the publication.
- Conducted market analysis to identify gaps and strategically position the brand for growth.
- Developed marketing strategies to establish a strong market presence and differentiate the brand within the industry.

Copy Director and Editor

NEITHER/NOR (Oct 2024 - Feb 2025)

Cohort-led school of fashion publication

- Directed and oversaw content development for the publication.
- Edited and refined written pieces to align with the publication's vision.
- Collaborated with writers and designers to maintain a cohesive brand voice.

EDUCATION

LASALLE COLLEGE OF THE ARTS, SINGAPORE

2023-26

BA(Hons) Fashion Media and Industries
Degree awarded by Goldsmiths, University of London

PEARL ACADEMY BENGALURU

2022-23

Foundation in Fashion Design

DEEKSHA PU COLLEGE

2020-22

12th Karnataka State Board - 88%

FREEDOM INTERNATIONAL SCHOOL

2019-20

10th CBSE Board - 91.3%

SKILLSET

Technical Skills:

Adobe Creative Suite (AI, PS, ID, Xd)
Microsoft Suite (Word, Excel, Powerpoint)
Copywriting
Visual Branding
Identity Design

Soft Skills:

Adaptability
Collaboration
Attention to detail
Time management
Problem-solving

HOBBIES

- Bharatanatyam (Level 3 Trained Dancer)
- Reading - Fiction, Non-Fiction, Poetry
- Multi-Language Documentaries & Films

LANGUAGES

- English (Spoken and written)
- Hindi (Spoken and written)
- Kannada (Spoken and written)

■ **Brand Development, Stylist, Copywriter**

AKAR - The Butterfly Effect (Aug - Nov 2024)

A contemporary eyewear brand inspired by the duality of multicultural roots

- Curated visual storytelling and styling to reflect the brand's fusion of multicultural influences.
- Developed marketing strategies to position the brand within contemporary eyewear.
- Crafted engaging copy for press materials, brand narratives, and promotions to enhance audience engagement.

■ **Creative Director, Marketing and PR**

Beyond Time. Beside You - The Editor's Market (Jan - April 2024)

A fictional campaign for The Editor's Market to increase sales

- Conducted a brand audit to assess positioning and market relevance.
- Developed and executed a campaign activation strategy.
- Led the creative direction for marketing assets and PR outreach.

■ **Beauty Director and Copywriter**

A Nostalgic Embrace - Female Singapore (Aug - Nov 2023)

A fashion photo story inspired by the narrative style of Female Singapore.

- Directed beauty concepts and styling for a fashion photo story.
- Wrote editorial content that captured the essence of nostalgic fashion.
- Worked closely with photographers and models to achieve the creative vision.