

SHYLAACHAHAL

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WORK EXPERIENCE

PR Intern, Brand Talk India (PR & Marketing Agency) (May – July 2025)

- Assisted PR activities across hospitality, F&B, and fashion clients.
- Created pitch decks for prospective clients.
- Assisted with influencer outreach and follow-ups.
- Coordinated stylist outreach for celebrity and shoot placements.
- Prepared monthly reports and media updates.
- Assisted with media outreach and press coordination.
- Supported the execution of a client event.

Intern, XOAAN (Ethnic Fashion Brand) (May – June 2022)

- Assisted in social media promotion and branding strategies.
- Helped develop SEO tools to boost online visibility.
- Designed an interactive marketing plan for younger audiences.

Founder, Cake O'clock (2020 – 2022)

- Launched a home-baking business, promoted via Instagram.
- Managed branding, customer orders, and engagement.
- Donated 25% of proceeds to charity.

SKILLS

- Illustrator, Photoshop, InDesign
- Canva
- Microsoft Softwares
- Creative writing
- Organization skills
- Research and Analysis
- Creative Ideation

EDUCATION

LASALLE College of the Arts, Singapore
BA (Hons) Fashion Media and Industries |
Expected Graduation: 2026

Modern School, Barakhamba Road (2016–2023)
Subjects: Mathematics, Economics, English,
Psychology, Fashion Studies

ACHIEVEMENTS & LEADERSHIP

- Member, Fashion Club (2021 – 2022) – Designed outfits and assisted in planning fashion exhibitions.
- Member, Photography Club (2016 – 2020) – Helped with event photography and visual displays.
- Member, Interact Club (2021 – 2022) – Assisted in organizing donation camps and community outreach events.
- MUN Participant (2019 – 2022) – Developed public speaking, diplomacy, and leadership skills.

SOFT SKILLS

- Responsive
- Communication
- Attention to detail
- Creative Problem Solving
- Teamwork

LANGUAGES

- English: Fluent
- Hindi: Fluent