

SARA JAIN

FASHION, MARKETING, PR, AND CREATIVE



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Chennai & Singapore

<https://sarajainportfolio.mycanva.site/>

PROFILE

Fashion Media student with experience in brand communication, social media marketing, and creative campaign development. Skilled in content strategy, storytelling, and digital engagement, with a strong interest in fashion & beauty PR, media relations, and luxury branding.

EDUCATION

Lasalle College of the Arts, Singapore

BA (Hons) Fashion Media and Industries
Expected Graduation: May 2026

KC High International School (2017-2021)
APL Global School (2021-2023)

SKILLS

Brand Communication & Storytelling
Social Media & Content strategy
Fashion Styling & Marketing Strategy
Trend Analysis & Consumer Insights
Media & PR Fundamentals
Google Analytics (Beginner) • Excel (Beginner)
Adobe Illustrator, Photoshop, InDesign, Adobe Creative Cloud
Communication & Teamwork

INTERESTS

- Luxury Branding
- Fashion & Beauty
- PR & Events
- Creative & Editorial Design
- Social Media Marketing
- Sustainable Fashion

LANGUAGES

English
Hindi

WORK EXPERIENCE

June 2025- August 2025

ZERRIN & ZERRIN STUDIO, Singapore

Social Media Marketing and Creative Assistant Intern

- Developed and executed social media content aligned with brand positioning; contributed to mood boards and campaign concepts for sustainable fashion brands
- Assisted in photoshoot coordination (styling, set prep, on-site execution) while supporting content planning, scheduling, and audience engagement initiatives

June 2024- July 2024

Caratlane, Chennai

Creative Assistant

- Supported jewellery campaign photoshoots and contributed to creating brand-aligned visual and digital content for luxury audiences
- Gained insight into consumer behaviour and brand communication strategies through campaign development and creative production

Oct 2025- Oct 2025

Vogue, Singapore

Volunteer - NIV

- Assisted in on-ground coordination for Next In Vogue event for *Vogue Singapore*, supporting fashion media operations and event execution
- Contributed to content coordination and gained exposure to editorial workflows, media interactions, and PR processes

PROJECT

OliveAnkara (Singapore) — Integrated Marketing Campaign

Developed a brand awareness campaign informed by market research and audience insights; created a cohesive content strategy and brand narrative aligned with campaign objectives

Saga — Sustainable Eyewear Brand

Designed a heritage-inspired eyewear brand; led marketing strategy, social media content, and visual storytelling including styling and shoot direction

Seavilians — Sustainable Unisex Sarong-Wear Brand

Created a story-driven luxury fashion brand; developed brand positioning, content strategy, and led creative direction for campaign execution

Actively seeking entry-level opportunities in PR, Brand Marketing, and Media Communications.

AVAILABLE FOR OPPURTUNTIES IN MUMBAI, CHENNAI, AND BANGALORE