

Vardhini Pendharkar

Fashion communication graduate with experience across brand storytelling, social media analytics, campaign development, and visual communication.

I turn research, cultural insight, and visual storytelling into brand narratives, digital content, and campaign assets across fashion, lifestyle, design, and craft.

Work Experience

Kade Communications

Marketing Intern | May' 25 - July' 25

- Support monthly marketing campaign planning and execution.
- Managed end-to-end influencer marketing.
- Developed monthly performance reports for clients.
- Supported PR initiatives by researching and securing relevant media outlets

Beastcorp Pte Ltd.

Social media analytics (Part time) | Jan' 24-Mar' 24

- Develop social media reports for insights into KPIs such as engagement, reach, impressions, and conversion rates.
- Conduct competitive analysis to evaluate campaign effectiveness.

Beastcorp Pte Ltd.

Creative Intern | Dec' 23 - Jan' 24

- Worked with creative and marketing team to execute concepts for marketing campaigns.
- Created visual assets, including graphics, illustrations, and multimedia content
- Assisted in photo and video shoots for brand's social media content.

Livspace

Interior Design Intern | Aug' 22 - Oct' 22

- Assisted in space planning and furniture layout using AutoCAD and SketchUp
- Assisted with site visits and project installations
- Client coordination and design proposal

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Education

LASALLE College of the Arts

BA(Hons) Fashion, Media and industries

Aug' 23 - May' 26

LASALLE College of the Arts

Diploma in Interior Design

Aug' 20 - May' 23

Taken electives in Events management and Technical theatre

Poddar Brio International School (Mumbai)

Equivalent to GCE 'O' levels

2017 - 2020

Technical Skills

Meta Business Suite	████████████████████
Illustrator	██
Photoshop	██
InDesign	████████████████████████████████████
Premiere Pro	████████████████████████████████████
Photography	██
Videography	████████████████████████████████████

Soft Skills

Project management
Problem solving
Research skills
Collaboration
Communication