

Machiraju Chandana

Marketing | Designer | Business Enthusiast | Writer | Dancer | Reader | Seeker

Passionate and versatile individual with a background in fashion design, digital marketing, and content creation. Experienced in project management, research, and creative writing. Adept at utilizing skills in psychology, marketing, and design to create compelling content and strategies. Seeking opportunities to leverage my skills in a dynamic and growth-oriented environment.



CERTIFICATIONS

Click to view the credentials-

- [Attract and Engage Customers with Digital Marketing](#)
- [Foundations of Digital Marketing and E-commerce](#)
- [Statistics for Marketing](#)
- [Marketing Analytics Foundation](#)
- [Strategic Innovation: Building and Sustaining Innovative Organizations](#)
- [Introduction to Generative AI](#)
- [Leadership Essentials](#)
- [Management Essentials](#)
- [1 year Diploma In Fashion Design by 'Learn From Manish Malhotra'](#)

EXPERIENCE

BESTSELLER · Design Intern

Jan 2023 - May 2023 · Bengaluru, Karnataka, India

- Led design team for Jack and Jones SS 24 men's wear collection, showcasing 600 designs to buyers from Reliance Trends.
- Designed 30 garments and 70+ graphics using Adobe Suite tools.
- Managed vendor relationships and project tasks to achieve design objectives.

BESTSELLER · Design Intern

Jun 2022 - Jul 2022 · Bengaluru, Karnataka, India

- Designed a 10-garment collection for Produkt Junior using Procreate, Adobe Illustrator, Canva, and Adobe Photoshop.
- Contributed designs to the inaugural collection showcased to buyers from Reliance Trends, Ajo, and Central for Spring Summer 2023.
- Supported a team of 5 in producing over 280 garments for a Road Show, managing market research, vendor collaboration, and brand marketing support.

Create Out · Graphic Design Intern

Jun 2021 - Jul 2021 · Remote

- Collaborated with a 12-member team in graphic design and social media management.
- Designed and streamed 10+ visually appealing website banners and crafted 40+ engaging social media posts on platforms like Instagram, enhancing brand visibility.
- Pioneered engaging social media content, contributing to a 10% increase in visibility on Instagram.

PROJECTS AND VOLUNTEERING

Craft-based Research and Design · NIFT Bengaluru Jul 2022 - Jan 2023

Designed a collection for Molakalmuru sarees, conducted research with 20+ weavers, and achieved recognition at NIFT's Bilahari event.

Luxury Brand Management and Design · NIFT Bengaluru - Oct 2021 - Jan 2022

Created a luxury brand inspired by Rajasthan's jadau craft, developed marketing strategies and packaging, and earned an A+ grade.

Community Volunteer · Sadhana Forest Jan 2023 - Feb 2023

Contributed to reforestation and eco-friendly initiatives, organized a vegan food festival with 1000+ visitors, and promoted the festival through social media, attracting 20k+ viewers.

Student Volunteer · Social Media Awareness Meetup, NIFT Bengaluru Nov 2022

Created Instagram pages for 30+ craftsmen and educated artisans on social media to reach more customers.

CONTACT

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LANGUAGES

Telugu, Hindi, English

AREAS OF EXPERTISE

Digital Marketing

Marketing & PR Campaigns

SEO Email Marketing

Team Leadership Negotiation

Public Speaking Presenting

Creative Thinking

EDUCATION

NIFT Bangalore

Bachelor of Fashion Design (2019-2023)

- Key Learnings: Design fundamentals, trend forecasting, textile analysis, garment construction, pattern making, fashion illustration, sustainability.
- Skills Developed: Creative thinking, empathy in design, problem-solving, teamwork, presentation skills.

Chaitanya Deemed-to-be University (2018-2019)

BSc Computer Science (Discontinued)

- Key Learnings: Microsoft Excel, HTML.
- Skills Developed: Technical proficiency, public speaking, resume writing, teamwork.

Govt Girls Junior College, Hanamkonda (2016-2018)

Math, Physics, Chemistry (MPC)

- Achievements: College topper with 94.9%.
- Skills Developed: Strong foundation in MPC, public speaking, leadership, competitive participation, diverse social interactions.

SPR High School -High School (2012 - 2016)

- Key Learnings: Practical business experience, strong foundation in English and Math.
- Skills: Interpersonal skills, creativity, teamwork, public speaking.