

BETSYLIN G

FASHION MERCHANDISER

 9361646900

 betsylinmike@gmail.com

 Bangalore

PROFILE

Fashion professional with 2 years of experience in wardrobe management, trend analysis, and brand coordination. Strong background in market research, inventory management, and vendor collaboration. Proven ability to analyze style trends, manage product assortments, and coordinate with designers and brands. Seeking to leverage fashion expertise and analytical skills in a buying and planning role.

SKILLS

- Trend Analysis & Forecasting
- Market Research & Competitor Analysis
- Inventory Management & Planning
- Vendor Coordination & Negotiation
- Visual Merchandising
- Budget Management
- Product Assortment Planning
- Body Type & Demographic Analysis
- Season Planning
- Microsoft Excel & Inventory Systems

DESIGN TOOLS

- Shopify
- Google Analytics
- Excel
- Power BI
- Adobe
- WGSN

EDUCATION

Bachelor of Design (B.Des) in Fashion Communication

National Institute of Fashion Technology (NIFT), Chennai

Bachelor of Science (B.Sc) in Psychology

Madras University (Correspondence)

ACHIEVEMENTS

President of ESSE(Environmental Social Service & Ethics) Club, NIFT, Chennai(2022)

EXPERIENCE

CELEBRITY WARDROBE & BRAND COORDINATION

Silambarasan TR, Chennai (Dec 2024 - Present)

- Managed comprehensive wardrobe inventory system, maintaining detailed records of 200+ garments across multiple categories.
- Coordinated with 10+ designer brands and vendors to source exclusive pieces, negotiating terms and managing procurement timelines
- Analyzed fashion trends and market movements to curate event-appropriate looks aligned with brand positioning and public image
- Planned and organized styling schedules for events, ensuring timely delivery and preparation of all wardrobe requirements
- Maintained budget oversight for wardrobe acquisitions and managed relationships with premium fashion brands and boutiques

FASHION CONSULTANT & PERSONAL STYLIST (May 2023 - Nov 2024)

Freelance

- Conducted client consultations to understand style preferences, lifestyle needs, and budget parameters for personalized wardrobe planning
- Analyzed body types, color palettes, and fashion trends to create versatile, seasonally-appropriate wardrobes for 25+ clients
- Provided shopping guidance and product recommendations, researching market options across various price points and brands
- Managed closet organization projects, conducting inventory audits, identifying gaps, and planning strategic wardrobe additions

FASHION MERCHANDISING & STYLING INTERN (Jan - Apr 2023)

Cream Colours Studios, Bangalore

- Conceptualized and executed creative campaigns for major brands including Michael Kors, Indian Terrain, Wildcraft, Myntra, and Kushals Jewellery
- Styled e-commerce and campaign photoshoots, ensuring product presentation aligned with brand guidelines and seasonal merchandising strategies
- Coordinated with photographers, makeup artists, and creative teams to deliver on-brand visual content for various retail platforms
- Managed styling inventory, accessories, and garment logistics for multiple concurrent projects, tracking items across 10+ photoshoots
- Analyzed market trends and competitor visual merchandising to inform creative direction and product styling decisions