

# Priyam Mishra

Creative Director | Fashion & Communication Specialist

Versatile Creative strategist with expertise in **fashion**, **communication**, and **digital production**. Skilled in **creative direction**, **brand strategy**, **content creation**, and **project management** across diverse industries. Adept at integrating **cultural trends**, **sustainability**, and **inclusivity** into brand narratives with experience in collaborating with international teams and manufacturers. Multilingual with a global perspective, bringing a holistic approach to creative direction and communication strategy.

## work experience

### Creative Design Consultant & Collaborator

Minerva Hub  
06/2024 - 07/2024 Milan

- Provided remote support by coordinating virtual design meetings with clients and manufacturers.
- Collaborated with 5+ specialized Italian manufacturers to design garments highlighting advanced production skills.
- Developed strategic digital communication for fashion events and exhibitions, leading to a 10% increase in event engagement.

### Corporate Communications Specialist

Karm Sales and Services  
09/2022 - 09/2023 Raipur

- Developed and executed communication strategies that improved internal and external corporate messaging.
- Managed company email correspondence, organized virtual meetings, and maintained corporate calendars to streamline business operations.
- Improved employee engagement by 15% by drafting and distributing newsletters, announcements, and reports.
- Boosted online visibility by 10%, by coordinating digital marketing efforts and integrating SEO strategies.

### Content & Copy Writer

Qalara  
08/2021 - 08/2022 Bangalore

- Optimized old website content with up-to-date SEO guidelines and increased traffic by 15%.
- Published unique B2B and B2C content related to sustainability, fashion, home decor, Indian artisanal practices, and culture.
- Produced SEO optimized copies (product descriptions) for 2000 products for the website on the daily.

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## skills

Communication Creative Direction  
Digital Marketing Strong Research  
Visual Storytelling Client Management  
Copywriting Problem Solving  
Art Direction Brand Development

## technical skills

Marketing Google Adwords  
Google Analytics  
Project Trello, Slack and Notion  
Management  
Calendar + Email G-Suite  
Management Microsoft Office  
Premier Pro, Final Cut  
Design Pro, Corel Draw, inDesign,  
Photoshop, Illustrator, Da  
Vinci Resolve.

## education

Masters in Creative Nov 2023  
Direction for Fashion  
Istituto Europeo di Design  
Florence, Italy  
Votazione: 110/110 Jul 2024

BA in Mass Communication Aug 2018  
& Journalism  
Doon Business School  
Dehradun, India Oct 2021

## certificates

Fashion & Personal Styling  
12/2022 London School of Trends  
Costume Designer for "Long Route"  
Short Film 2021  
05/2021 IMDB  
Digital Marketing and SEO  
05/2020 Google Digital Unlocked

## languages

English  
Hindi  
French  
Italian

