

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

## education

Masters in Creative Direction for Fashion	Nov 2023
Istituto Europeo di Design	
Florence, Italy	
Votazione: 110/110	Jul 2024
BA in Mass Communication & Journalism	Aug 2018
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	██████████

