

# RUBIKHA SANTHOSHAM

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LinkedIn



Website

Strategic and creative brand professional with a background in fashion and luxury. Passionate about crafting compelling brand narratives, driving consumer engagement, and delivering data-informed solutions that elevate brand equity and enhance market presence.

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## EDUCATION

### Master of Arts (Luxury and Brand Management)

Savannah College Of Art and Design. Savannah, U.S.A

March 2025

### Bachelor of Design (Knitwear Design)

National Institute Of Fashion Technology Chennai, India

June 2017

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## PROFESSIONAL EXPERIENCE

### Dharmaa Service Station (Gas Station Retail Outlet) - Manager

April 2020 - May 2023

- Promoted fuel services to transport corporations, colleges, and industrial clients, securing high-volume partnerships through customized discount schemes and superior service delivery.
- Increased fuel sales by 30%, enhanced client retention, and boosted brand visibility in the industrial and institutional market segment through relationship management and local promotions.

### Studio 9696 - Freelance Assistant Stylist

July 2018 - March 2019

- Coordinated commercial styling shoots by assisting the lead stylist with wardrobe curation and on-set styling, ensuring timely execution and brand alignment across projects.
- Managed models' looks and accessories to maintain consistent brand aesthetics, contributing to successful campaigns for regional fashion and lifestyle brands.

### Blaze Clothing India Pvt.Ltd. - Intern

January- April 2017

- Identified emerging menswear trends through market and competitor analysis, which informed the design of two menswear collections tailored to their target market.
- Contributed to seasonal line development, enhancing the brand's relevance in the market and expanding its product offerings.

### Danavarshini Exports(P) Ltd, Tirupur, India - Intern

May - July 2016

- Researched and analyzed garment production processes, contributing to the documentation of supply chain efficiencies and production workflows.
- Designed a women's wear collection for an international client, translating trend research into production-ready designs that aligned with the company's aesthetic and market demands.

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## ACADEMIC EXPERIENCE

### SCADpro x LoveShackFancy, Marketing Strategy

Developed a campaign for the Bespoke & Vintage collection, enhancing brand positioning through content creation, market research, and influencer collaborations, ensuring a seamless digital and in-store experience.

### Other Projects

Developed strategic plans for Bvlgari, Jacquemus, and Fenty; forecasted \$24B growth for Bvlgari, designed Jacquemus global retail entry in emerging markets and led Fenty's men's skincare launch with a 360° marketing campaign.

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## PROFESSIONAL HIGHLIGHTS

**Personal skills:** Problem solving, Creativity, Eye for detail, Communication, Aesthetic sensibility, Time Management, Flexibility and Adaptability, Strong storytelling, Cultural sensitivity and Global mindset.

**Software Skills:** Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Microsoft Office, Corel Draw, Figma.

**Certification & Activities:** Earned the Inside LVMH Certificate, specializing in luxury branding, retail strategy, and customer experience; Received an Appreciation Certificate for advising clients during Indian Terrain Road Show SS16 and AW16; Volunteered with ARTA Foundation in Puducherry to support underprivileged schools.