

Sanjana Sainath Rao

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EDUCATION

Savannah College of Art and Design

Master of Arts, Luxury and Brand Management (GPA: 4.0/4.0)
(Awards: Academic Honors Graduate Scholarship, SCAD Achievement Graduate Scholarship, International Student Scholarship)

Savannah, GA

Expected Graduation: May 2026

Unitedworld Institute of Design

Bachelor of Design, Fashion Design (GPA: 8.25/10)

Gujarat, India

Graduation: May 2023

PROFESSIONAL EXPERIENCE

Savannah College of Art and Design | Graduate Mentor | Mar 2025 to Present | Savannah, GA

- Delivered exceptional customer service and guest engagement to promote the 4D SCADstory experience.
- Facilitated show registrations, drove donations in support of SCAD student scholarships, and ensured smooth visitor flow.
- Demonstrated strong public speaking and storytelling skills through presentations on SCAD's history and student achievements, ensuring a memorable visitor experience.

Savannah College of Art and Design | SCADstory Docent | Mar 2025 to Present | Savannah, GA

- Provide academic and social support to mentees, including those facing personal challenges, with empathy and consistency.
- Apply mentorship training to offer guidance, encouragement, and a safe space for open communication.
- Aim to empower students by helping them feel more connected, confident, and supported throughout their SCAD journey.

Studio 11 Productions | Fashion Stylist and Creative Director | Jul 2023 to Nov 2023 | Bangalore, India

- Directed the photoshoots for 7 global and 16 national brands, ensuring consistency and timely product launches.
- Compiled and curated imagery for e-commerce platforms, aligning with brand language to enhance the brand experience.
- Created pitch presentations for clients, proposing innovative ideas to enhance product imagery through photoshoots.
- Fostered cross-functional collaboration across four teams to ensure timely execution of brand deliverables and quality control.

Sanyukta Shrestha - Sustainable Luxury Fashion Show | Event Co-ordination Head | Jan 2023 | Gujarat, India

- Collaborated with designer Sanyukta Shrestha to create an exceptional audience experience through strategic event planning.
- Led a team of 20 students to manage logistics, creative operations, and event requirements, ensuring seamless execution.
- Managed and tracked inventory for model fittings and the final show, ensuring documentation and timely returns.

The Summer House | Fashion Intern | Jun 2022 to Aug 2022 | Bangalore, India

- Designed sustainable textiles for the Games and Ikat weave collections using in-depth research of concepts and techniques.
- Coordinated with multiple departments to improve product placement and maintain showroom organization.
- Enhanced client treatment and relationships through curated and personalized consultations with regular follow-ups.

Red Bull | Student Marketeer | Aug 2021 to May 2022 | Gujarat, India

- Marketed products and new consumption occasions for both existing and new users through creative engagement strategies.
- Facilitated Red Bull's event collaborations with the university, including managing logistics and sample distribution.
- Coordinated with vendors to ensure timely product delivery and placement on campus and for events, maintaining clear communication channels throughout the process.
- Created detailed monthly reports tracking product placement and engagement metrics, providing analysis to the regional team.

KU Student Council | Member & Joint Secretary - Events and Experience | Nov 2020 to Aug 2022 | Gujarat, India

- Organized 14 successful university events by managing comprehensive event timelines, overseeing back-end organization, on-ground promotion, team coordination, backstage management, and ticket sales.
- Initiated and led the establishment of a new fashion club, engaging 51 students across 6 sub-departments.

CERTIFICATIONS

- McKinsey Forward (In-progress)
- Inside LVMH
- Management of Fashion and Luxury Brands (Coursera)
- IELTS Academic (Band 8.5/9)

Expected Completion: Sept 2025

Jul 2024

Aug 2023

Aug 2023 - Aug 2025

SKILLS

- **Software:** Microsoft Excel, Microsoft PowerPoint, Microsoft Word, Adobe Photoshop, Adobe Illustrator, Adobe InDesign.
- **Industry:** Creative Marketing, Brand Strategy, Customer Experience, Event Management, Creative Direction.
- **Soft Skills:** Interpersonal Communication, Presentation Skills, Teamwork, Cross-functional Collaboration, Leadership, Empathy, Critical Thinking, Analytical Thinking, Problem-Solving, Adaptability, Detail-Oriented, Organization Skills.