



Swetha Selvaraj

FASHION MERCHANDISER

Contact Details

Mobile: 8637408182
swethz98@gmail.com
1/121 E, Periyavalavadi, Periyavalavadi (P.O)
Udumalaipettai,
Tiruppur - 642132.

Area of Interest

Merchandising & Apparel costing
Fashion Buying
Store Planning & Management
Business Development

Skillset

- Microsoft office
- Adobe Illustrator
- Adobe Photoshop
- CorelDraw
- Machine Embroidery
- Hand Embroidery

More about Me?

A 26 years old girl
Born on April 22,1998.
Parents - Selvaraj & Santhamani
Can write Tamil & English
Able to speak- Telugu, Tamil, English and
Kannada.

Professional Summary

I am an accomplished fashion export and retail merchandiser with over 4 years of experience in the industry. I am passionate about fashion and I am always looking for new and innovative ways to bring the latest trends to market. A highly organized and detail-oriented individual with a strong work ethic. I am confident that I have the skills and experience to be an asset to any organization. I am eager to learn and grow, looking for new challenges.

Work Experience

B.K.S TEXTILES PVT LTD, TIRUPPUR

Business Development, Media & Marketing

- December 2022 - Present

JAY JAY MILLS INDIA LTD, TIRUPPUR

Assistant Merchandiser - Garanimals

- November 2021 - September 2022

SV KNIT FASHION, TIRUPPUR

Fashion Designer for Domestic Brand

- November 2020 - October 2021
- Develops designs, sources the fabric and trims and follows up till production to get the best output as expected

PSG HOSPITALS , COIMBATORE

Project Co-ordinator • 2019 - 2020

- Co-Ordinator for the village adoption project, started tailoring class for the women at village and other similar classes for the people at village to make a holistic development.
- Organized camps, events and classes for the village people.

Internship

LAJ EXPORTS, BANGLORE

Merchandiser • May 2018 - October 2018

- Handled a brand-"GUESS"- Kids-wear and Mens-wear for a period of 6 months from order enquiry to shipment.
- Attended one buyer meeting.

Academic Profile

PSG COLLEGE OF TECHNOLOGY,COIMBATORE

M.Sc. Fashion Designing and Merchandising,
(2015 - 2020) - 7.4

VIDYAA VIKAS MATRIC HIGHER SECONDARY SCHOOL, KARAMADAI.

(12th -2015) - 85.4%

GREEN PARK MATRIC HIGHER SECONDARY SCHOOL, NAMAKKAL.

(10th -2013) - 98.2%

Project Details

- Project on Rural Development in Adopted Villages at Mallegoundampalayam panchayat.(2020)
- Project on Lead Time Reduction- Guess Kidswear- SS'19 at Laj Exports Ltd.(2018)

Leadership Abilities

- State Secretary General of “My India My Creation- NGO” from 2017 to 2018, PSG College of Technology, Coimbatore.
- Director of “Rotaract club- PSG college of Technology“ from 2017 to 2018.
- Director Board- Internal Affairs of “My India My Creation- NGO “from 2016 to 2017.
- Co-Head of “Blood wing” in Youth red cross society from 2016 to 2017, PSG College of Technology, Coimbatore.

Academic and Extra-Curricular

- Scholarship Award by B.Sc. Apparel & Fashion Technology (2005 - 2008) batch for overall performance in academics and co-curricular activities in the academic year 2018-2019.
- Undergone a one-week International program on “Supply chain & Logistics and Entrepreneurship” by Manchester Metropolitan University – UK, from 07 to 11 January 2019 at PSG College of Technology.
- Active Member of Youth Red Cross Society, PSG College Of Technology, Coimbatore from 2015 to 2019.
- Served as scribe for visually challenged people from 2015 to 2018.
- Active Member of “My India My Creation- NGO” from 2015 to 2018.
- Active participant in NSS seven days special camping program from 2015 to 2020.
- 1st prize in “THEME SHOW” conducted by PSG College of Technology, Coimbatore on 9 th February, 2019.
- 2nd prize in “SHOPPING WINDOW” in “YUGAM 2018” conducted by Kumaraguru College of Technology (KCT), Coimbatore on 8 th February, 2018.
- Attended Photography workshop conducted by FINE ARTS CLUB LEADER’S FORUM, PSG College of Technology, Coimbatore.
- Served as a volunteer in PSG TECH HOSTEL DAY –2016.
- Attended the workshop on “Fashion Communication” conducted on 25th February 2017 by the Department of Apparel & Fashion Design, PSG College of Technology, Coimbatore.
- Second prize in the event “Fashion Extravaganza” in “KRIYA 2017” conducted by the Department of Apparel & Fashion Design, PSG College of Technology, Coimbatore on 24th February 2017.
- Attended the one day National Seminar on “Future Prospects in Fashion – Higher Education & Career ” conducted by Department of Apparel & Fashion Design, PSG College of Technology, Coimbatore on 16th December 2016.
- Attended the workshop on “Fabric Painting” conducted on 7 th October 2016 by the Department of Apparel & Fashion Design, PSG College of Technology, Coimbatore.
- Participated in district level painting competition “ART ATTACK-2016” held at Jenney’s on 27th February 2016.
- Participated and completed 10 km in “ECL MARATHON 2017”, held on 18th June 2017 at VOC Ground, Coimbatore.
- Participated and completed 5 km in “PSG TECH MIN MARATHON 2016” held on 28th February 2016 in Coimbatore.
- Attended one day ORPHANAGE CAMP organized by BOOK READER’S CLUB on 13th March 2016, PSG College of Technology.
- Received Gold Medal for achieving school first in 12TH NATIONAL SCIENCE OLYMPIAD, held on 19th November 2009.

Declaration

I, Swetha S, do hereby confirm that the information given above is true to the best of my knowledge

Place: Coimbatore

(SWETHA.S)