

Preethi Vetrivel
(+91) 8675712730
preethi9813@gmail.com
Plot No12F, Kurinji Street
Gomathipuram 6thmain road,
Madurai-625020

Date of Birth: 13th March 1998 (25 years)

Competencies in Visual Merchandising & Fashion Retail Management. My major skill set includes interpreting data, problem solving and creative thinking. I have excellent networking abilities and language skills which include English, Tamil & Hindi. My major strength is that I will always give my best to make my team/company reach the desired position.

Work Experience:

March 2023 - Ongoing **Lecturer**
Department of Costume Design and Fashion,
The American College, Madurai.

Education:

2015:2019	B.Tech- Fashion Technology Kumaraguru College of Technology, Coimbatore Electives: Fashion Retail Management, Costing, Visual Merchandising, Pattern Making, Apparel Merchandising & Project Management. <i>Key areas of interest:</i> Fashion Retail Management, Visual Merchandising	CGPA 8.85
2015	Tamil Nadu State Board - Science Stream N.S.V.V. Matriculation Higher Secondary School Pattiveranpatti	95%
2013	Tamil Nadu State Board - Science Stream N.S.V.V. Matriculation Higher Secondary School Pattiveranpatti	97%

Key Academic Projects and Assignments:

B.Tech Fashion Technology:

- **Final Project: Design & Development of Antimicrobial Functional Pillows using Recycled Hollow Polyester**
PET Bottles which occupy a major part of landfills as trash are being converted to recycled polyester thereby reducing environmental hazard, raw material usage and the cost of raw material. This improves economic stability as well as reduces cost of virgin raw materials.
Key Learning's: Box & Behnken Analysis, Product Testing, Costing Analysis, Product Design
- **Mini Project: Analysis of Impact of Brand Personality on Product Sale**
Evaluating the relationship between Brand Personality & Product sale and to highlight the importance of maintaining Brand Personality.
Key Learning's: Branding, Data Collection & Interpretation, Financial Tools, Analyzing data, Area & Sample Selection, Co-relation between walk-in ratio & Conversion ratio.
- **Academic Projects/Special Assignments**

Portfolio Presentation Mulan:

Creation of Concept Note, Mind Map, Mood Board, Colour Board, Pattern Board, Client Board, Swatch board. After which sketches were drawn and the best sketch was selected and for which measurements were taken following which drafting and cut patterns were made. Costing and Look Book for the same was also prepared.

Positions held/Special Achievements and Awards:

- Nominated for **Best Project award** for “**Design and Development of Antimicrobial Functional Pillows using Recycled Hollow Polyester**”
- **Team Leader** of the Project Team while doing both the Mini-Project and Main-Project.
- Awarded **Mahatma Gandhi Merit Scholarship** from 2015-2019.
- Completed **Rashtrabhasha Praveen Uttarardh Examination** in 2011
- Finished **Cambridge English Entry Level Certificate** during May 2016.
- Finished “**Adobe Photoshop, Adobe Illustrator, Adobe Indesign & Marvelous Designer**” in Yellow Tree Academy
- Completed a two months course on “**Basic Sewing & Designing**” in Zarigai by Gitanjali, Madurai.

Additional Qualification:

- Attended two day workshop on “**New Trends on Printing**”
- Attended a two-day **Basic Embroidery course** in Kumaraguru College of Technology, Coimbatore
- Attended a one day workshop on “**Legging Pattern Making**” in Kumaraguru College of Technology, Coimbatore
- Attended “**Developing Scenario in Applied Sciences & Communicative English**” in Kumaraguru College of Technology, Coimbatore.

Hobbies and Interests:

- Exploring Places
- Networking

Additional Information:

- Driving license for 2 and 4 wheelers
- Language competencies include English, Tamil & Hindi

References:

<p>Academic:</p> <ol style="list-style-type: none">1. Dr R.Shanthi Assistant Professor, Kumaraguru Institute of Technology Coimbatore Phone No: 9791937869 Mail id: harish@psgim.ac.in2. Mr K.Prabhu Head of the Department, Kumaraguru Institute of Technology Coimbatore Phone No:9894781354 Mail id: vasanth@alumni.iitm.ac.in	<p>Professional:</p> <ol style="list-style-type: none">1. Mrs G.Geetanjli Founder & Creative Head Zarigai by Gitanjali Madurai. Phone No: 9843566667
---	---