

SHUBHAM SHAH

Atlanta, Georgia, United States, 30318 · (770) 616-9680 · shshah23@scad.student.edu · www.linkedin.com/in/shubham079

EDUCATION

Savannah College of Art and Design
Master's in Luxury and Brand Management

September 2024 – Present
Atlanta, Georgia

Navarachana University
Bachelor of Business Administration (GPA: 3.95/4)

Oct 2021 – May 2024
Gujarat, India

WORK EXPERIENCE

Savannah College of Art and Design
SCADfit Promotions Assistant

September 2024 – Present
Atlanta, Georgia

- Developed and executed promotional strategies for fitness events to boost SCADfit's campus visibility
- Collaborated on content creation for social media platforms, increasing engagement and participation
- Planned events and fostered a supportive fitness environment through peer and community coordination

Oriental Aromatics
Finance Intern

May 2023 – July 2023
Maharashtra, India

- Managed financial records, utilized SAP for data management, and ensured accuracy in reporting
- Prepared detailed financial reports for senior management and tracked tax preparation payments
- Collaborated with teams to streamline financial processes and improve operational efficiency

Pratibha Foundation
Social Work Student Intern

July 2022 – Aug 2022
Gujarat, India

- Provided case management and coordinated support services for underprivileged children and women
- Participated in outreach and developed marketing materials to promote community services
- Collaborated with schools and government agencies to deliver comprehensive support programs

PROJECTS

Vivienne Westwood Brand Exhibition Design

October 2024
Atlanta, Georgia

- Designed a brand exhibition reflecting Vivienne Westwood's legacy, aimed at capturing the attention of Gen Z
- Focused on bold, aesthetic presentation and storytelling to showcase the iconic fashion brand
- Integrated interactive elements to enhance audience engagement and create an immersive brand experience

Research Project: Analyzing Consumer Perceptions for Sustainable Fashion Brands
Utilizing SOR Framework: The Impact of Website Dynamics

January 2024 – May 2024
Gujarat, India

- Investigated how website design, aesthetics, and content influence consumer perceptions using the SOR framework
- Analyzed consumer responses to website elements and their impact on attitudes toward sustainability
- Provided actionable insights for sustainable fashion brands to improve online engagement and foster consumer loyalty

Braille To Our Blindfold (Design For Change: Top 20 Most Inspiring Stories That Bring a Change)

July 2021 – December 2021
Gujarat, India

- Collaborated on a community project, using design thinking to ideate and implement a solution addressing a local issue
- Conducted research, engaged stakeholders, and led the project from planning to execution, showcasing leadership and critical thinking
- Submitted the project to the global *Design for Change* movement, receiving recognition for its positive social impact.

TECHNICAL SKILLS

Technical Skills: Adobe AfterEffects, Adobe Photoshop, C++, Cascading Style Sheets (CSS), Content Creation, Consumer Engagement, HTML, Microsoft Access, Microsoft Excel, Microsoft Outlook, Microsoft PowerPoint, Microsoft Word, ODOO, Power BI, SAP, Social Media Strategy, Website Development (WordPress)

Soft Skills: Conflict Resolution, Cultural Competence, Entrepreneurial Mindset, Interpersonal Skills, Mentoring, Persuasion, Presentation Skills.

Certification: Association of Certified Chartered Accountant (ACCA), Value Added Certification Course on Skill Enhancement, Certification Course on Integrated Marketing Communications Strategies

ACHIEVEMENTS

- Founded a successful student club or organization as Head of Social Outreach, achieving growth and success during my tenure
- Won Most Profitable Business Award at NUV-VYAPAAR by managing a successful clothing accessories store with a comprehensive business plan
- Member of Cultural Committee under 'School of Business & Law (SBL) Committee'
- Volunteered in various events on different social issues like Clean India Mission, Each One Teach One, Child Education