

# Preeti Jalan

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Portfolio: <https://preetijalan.wixsite.com/preetijalanmedia>

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*Creative marketer and entrepreneur with 10 years of experience in across Asia. Proven track record of building business, with creative and innovative ideas, strong communication skills, and collaborating with diverse set of people.*

*Key accomplishments: Establishing "Shades of India" designer brand in Singapore, creating brand awareness and growing market share.*

## WORK EXPERIENCE

### FREELANCE DESIGNER

2018 – to present

Currently working on rebranding a SME in Singapore. Working on logo design and digital marketing. This includes content creation for Instagram and Facebook posts, ads including grid layout. Will supervise and direct photo shoot for product as well.

Concurrently enrolled in SMU for the professional Certificate in Digital Marketing and the Graduate Certificate in Communications management.

### SAFFRON RAIN: ECLECTIC TREASURES

#### Founder

2012 - 2018

Founded and managed a company, Saffron Rain, that offered unique brands, with curated collection of designer garments and home products.

- Launched "Shades of India", a popular Indian designer brand of garments and home products, looking to expand in South East Asia, in Singapore
- Managed Digital Marketing Campaigns by creating Info-Graphics, Posters, and Illustrations
- Delivered more than twice the minimum guaranteed sales in first year
- Developed and executed B2B marketing campaigns and introduced the brand to Singapore's renowned retail designer boutiques
- Promoted the brand via digital marketing, campaigning, and trunk shows. Achieved more than 50% growth in the first 3 years

### SPACE MATRIX DESIGN CONSULTANTS

#### Graphic Design Consultant

2011 - 2012

Design consultancy and architectural firm that specializes in workplace design.

- Developed creative materials & sales pitches for brand and identity design projects for prospective clients in real estate, hospitality, and F&B segments, resulting in multiple project wins
- Branding project wins included:
  - Creative layout, logo design and artwork for a Luxury Boutique Resort – Bali, Indonesia
  - Outdoor Artwork for High-End F&B Outlet - Marina Bay Sands, Singapore
  - Marketing Collateral & Logo for High-End Real Estate Developer - Mumbai, India
  - Identity Package for F&B diversification of a Top-3 Luxury Car Company - Hanoi, Vietnam

### SAFFRON RAIN TAPAS & WINE BAR

#### Founder

2008 - 2010

*Setup a boutique Spanish Tapas restaurant in Singapore.*

- Created concept, design and menu for an authentic Spanish Tapas & Wine Bar
- Created brand identity and awareness by designing website, within limited budget
- Collaborated with professional interior designer to create the design and layout of the restaurant
- Liaised with organizations to use Saffron Rain as an event venue
- Created and executed marketing plan, with promotions & online marketing, within limited budget
- Increased sales - received excellent customer reviews on internet sites

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## DESIGN TAXI.COM, SINGAPORE

2006 – 2008

### Senior Graphic Designer

2007 – 2008

*Design website that features news, competitions, portfolios and events across the global creative industry.*

- Hired, trained and managed junior graphic designers
- Increased membership from 500 to 900 in a period of 8 months
- Liaised with world renowned graphic designers, such as Paula Scher, Ed Fella, Louise Fill and Art Chantry, and engaged them for pro-bono contribution towards a variant of the TAXI logo

### Graphic Designer

2006 - 2007

- Created visuals, including promotional banners, web banners, EDM's for [www.designtaxi.com](http://www.designtaxi.com)
- Managed communications with illustrators and photographers for image development of website, leading in contributions from renowned graphic designers
- Promoted to become Art Director in less than a year

## EDUCATION

### Cornish College of the Fine Arts, Seattle, USA BFA (Graphic Design)

- Summa Cum Laude – Valedictorian – Graduated on Top of Class
- Received Merit Scholarship for 2 consecutive years

### Loreto College, Kolkata, India; Bachelor of Arts (Education)

- Merit scholarship and President of Student Cultural Committee

## SKILLS & SPECIALIZATION

- **Brand Development:** Create and develop a brand from concept to launch and awareness
- **Communication Skills:** Effectively interact with corporate clients, team members, and vendors to ensure projects are executed on time, budget and specifications. Collaborate with international designers and clients on complex projects
- **Computer Software Skills:** Adobe Photoshop, Illustrator, InDesign. Microsoft Office Suite

## OTHER INFORMATION

- Interests: yoga, voracious reader, cooking, travel and fashion
- Volunteer activities: Design print magazine for Asian Civilization Museum, Singapore, helped various voluntary organizations with print media
- Authorized to work in US