

TANYA VERMA, MA

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Profile

MA Fashion Business graduate with 3+ years of experience in high-stakes project coordination and stakeholder management across global entertainment and luxury fashion. Successfully managed and executed commercial partnerships worth over £200K+ and coordinated end-to-end production logistics for high-profile celebrity clients.

Education

MA Fashion Business Management, University of Westminster – London **Sept 2024 – Sept 2025**

Merit In Fashion Business Management

Key modules : Fashion marketing, Retail Buying Merchandising, Supply chain management,

Dissertation: Multi-Sensory Luxury Retail Impact on Gen Z Consumers

July 2018 – July 2021

BBA Media Management, Whistling Woods International – Mumbai

6.8 Cgpa

Key modules : Marketing, Theater, PR relations,

Dissertation : Business plan - Caravan business in India

Work Experience

H&M - Angel, London, United Kingdom

Sept 2025 - Jan 2026

Sales Advisor

- Managed day-to-day retail operations, operating POS systems and stock workflows to ensure smooth trading during high-footfall periods.
- Optimized visual merchandising standards to drive store-level commercial KPIs. Gained ground-level insights into Gen Z consumer purchasing behavior in a high-footfall flagship environment.
- Supported back-of-house processes, ensuring stock accuracy and operational efficiency.

Bling Entertainment - India

Nov 2022 – Aug 2024

Bollywood Talent Manager

- **Sales Operations & Account Administration:** Acted as the operational lead for high-profile talent accounts, managing daily administration, contract workflows, and professional deliverables for a portfolio of celebrity clients.
- **Contract & Vendor Administration:** Managed and executed project-based brand endorsements and commercial partnerships worth over £200K+, ensuring all deliverables were met on time and aligned with contract terms.
- **Cross-Functional Query Resolution:** Served as the key liaison between talent, production houses, and global brand partners to resolve queries related to scheduling, contract execution, and project finance/invoicing..
- **Coordinated end-to-end logistics** for film and brand projects, including travel, legal contracts, and on-set production schedules for a diverse roster of high-profile clients

Thinkink Pictures, Mumbai
Production Intern

Jul 2021 – Oct 2021

- Directed production documentation (call sheets, schedules, and cross-departmental coordination) for film projects, maintaining 100% accuracy in high-pressure environments.
- Supported cross functional teams to ensure smooth communication between production, creative and operational departments.
- Coordinated daily filming logistics and production workflows within high pressure creative environments.

Mumbai Film Festival – India

Oct 2019 – Nov 2019

Hospitality Intern

- Managed guest hospitality logistics across multiple premium venues, ensuring seamless coordination for media and VIP attendees.
- Coordinated guest arrivals, media schedules, and live-event timelines in a fast-paced, public-facing environment.

Skills

PROJECT OPERATIONS & ASSET COORDINATION

- Experienced in full project lifecycle setup, including creating job codes, centralized project folders, and automated asset trackers for 100% version control.

CREATIVE RESOURCE MANAGEMENT

- Proficient in managing availability and booking workflows for diverse creative teams, including designers, animators, editors, and writers, to optimize internal capacity.

DATA REPORTING & TECHNICAL PROFICIENCY

- Expert-level proficiency in Microsoft Office Suite (Word, Excel, PowerPoint) for drafting project timelines, client-ready decks, and internal operational documentation.