



DIANNE JANE GUPTA

 abrasadesign.com

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EXPERIENCE

I.T HK

Editorial Supervisor
April 2022 - Present

Senior Editor
March 2021 - April 2022

- Create and post social media content over various platforms.
- Lead and manage a department of four copywriters.
- Oversee quality of product, social, and promotional copies.
- Liaise with merchandising, design and marketing team to produce on-brand and unique editorials that highlight collaborative partners and products.
- Work with design team and external partners to produce interviews and shoots.

YESSTYLE | YESSTYLIST

Editorial Content Producer
February 2022 - March 2021

Content Editor
March 2020 - February 2021

Assistant Content Editor
July 2018 - March 2020

- Developed, implemented and produced English-language written and video content.
- Manage website, blog, and social media content
- Wrote, illustrated and published fashion and beauty content

RUE MADAME FASHION GROUP

Marketing Team Intern
June - September 2015

YOUNG POST | SCMP

Junior Reporter
April 2012

EDUCATION

MASTER OF ARTS IN DESIGN

University for the Creative Arts
January 2021 - January 2022

BACHELOR OF ARTS (HONS) IN FASHION

FIRST HONOURS
University Of Derby
October 2015 - July 2018

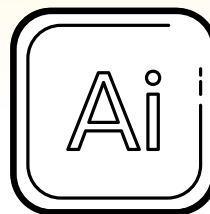
INTERNATIONAL BACCALAUREATE

King George V School
September 2013 - June 2015

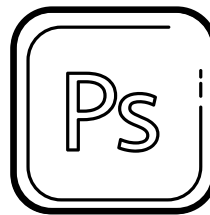
IB GRADES

SL Chinese B - 6
HL English A Literature - 5
HL Business & Management - 5

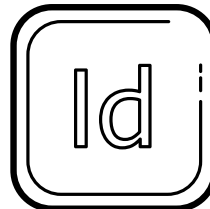
SKILLS



Design
Draping
Illustration
Pattern Cutting
Sewing
Technical Drawing



Copy Editing
Copy Writing
Wordpress Coding



Instagram Content Creation
IGTV Content Creation
Social Media Management
Storyboarding

Textile Treatment Design
Trend Development
Trend Research