

CHAKIT.

Aspiring Fashion & Home Buyer

Final-year BA (Hons) Fashion Marketing & Business student (First Class expected) with 2.5 years of export merchandising experience across fashion and home textiles. Acts as a strategic bridge between UK buying teams and Indian manufacturing, with hands-on expertise in Critical Path Management, Open Costing, supplier negotiation, and ethical supply chains. Experienced working with global accounts including Next, Sainsbury's, and Target, delivering commercially viable products without compromising quality or compliance.

CONTACT.

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Norwich | United Kingdom

EDUCATION.

2023 - 2026

BA (Hons) Fashion Marketing & Business
[Norwich University of the Arts | Norwich, UK](#)

Dissertation: "How can buyers expose and prevent hidden corruption in fashion supply chains?" – An in-depth analysis of Tier 2 subcontracting risks and transparency strategies.

Key Project: "Deja New" Emotional Circularity Model for GANNI - Proposed a sustainability model allowing customers to convert emotionally significant garments into homeware items, promoting circular consumption and product longevity.

Leadership: Selected as Student Representative, Academic Mentor, and International Ambassador for three consecutive year.

2020 - 2021

Diploma in Fashion Marketing & Merchandising
[NITRA Technical Campus | GZB, India](#)

Achievement: Ranked 1st out of 450 students (Gold Medalist).

Award: Awarded Gold Medal by the Textile Ministry of India for academic excellence.

Leadership: Class representative

EXPERIENCE.

Jan 2021 - Aug 2023

Assistant Merchandiser (Home)
[Radiant Expovision Pvt. Ltd. | Noida, India](#)

Critical Path Management: Managed the production timeline for key seasonal accounts (including Target, Next and Sainsbury's), coordinating with Tier 1 factories to ensure 89% On-Time-In-Full (OTIF) delivery against strict deadlines.

Commercial Negotiation: Utilized Open Costing methodology to break down raw material and labor costs, successfully negotiating better margins on key volume lines by identifying inflated supplier quotes.

Product Re-engineering: Collaborated with technical teams to re-engineer product compositions during raw material price spikes, maintaining the desired aesthetic while protecting the target margin.

Mar 2024 - Dec 2025

Creative Supervisor (Part-time)
[Covalt Management | Norwich, UK](#)

Visual Strategy: Led the visual storytelling and product launches for monthly campaigns, creating "instagrammable" moments that drove footfall and customer engagement.

Team Leadership: Coordinated a creative team to execute marketing assets efficiently, ensuring all output was on-brand and delivered within tight timeframes.

Commercial Analysis: Monitored weekly sales performance of vendor partners to adjust marketing focus and drive revenue growth.

Jan 2026 - Present

Foreign Exchange Sales Advisor (Part-time)
[Eurochange | Norwich, UK](#)

Process **multi-currency transactions** with high accuracy while ensuring full compliance with financial regulations and security procedures.

Provide consultative **customer service** by advising travellers on exchange rates, currency options, and travel money products.

Contribute to **sales performance** by promoting additional services and maintaining a welcoming, professional bureau environment.

CORE SKILLS.

- **Buying & Merchandising:**

Critical Path Management (CPM), Open Costing (OBM), Tech Pack Analysis, Bills of Material (BOM), Time & Action Calendars (T&A), Margin Analysis, Range Planning, Supplier Negotiation, Quality Assurance (QA), Supply Chain Transparency, Trend Forecasting.

- **Commercial & Technical:**

Microsoft Excel (Pivot Tables, VLOOKUP, Data Analysis), Microsoft PowerPoint & Teams, Adobe Creative Suite (Photoshop, InDesign, Adobe Express – presentation & visual storytelling), Miro & Figma (Collaboration), Trello (project management)

- **Languages:**

English (Fluent) | Hindi (Native – business negotiation)

AWARDS & INITIATIVES.

- Runner-up, **Norwich Creative Entrepreneur Award 2024:** Recognized for sustainable business innovation.
- **Academic Mentor:** Selected to mentor Year 1 students at NUA, supporting their academic and professional growth.
- **Social Impact Initiative:** Designed a decentralised logistics network for 50+ female artisans in India, establishing a mobile "work-from-home" supply chain that bypassed mobility barriers to secure sustainable income.
- **F&F x Graduate Fashion Week Marketing Competition :** Shortlisted (Top 10 UK Finalists)

INDUSTRY ENGAGEMENT.

- Attended major sourcing trade fairs including [Spring Fair](#) (NEC Birmingham) and [the India International Trade Fair](#) (New Delhi), analysing global homeware trends, supplier capabilities, and retail sourcing strategies.
- Managed the buying and commercial operations for a university [pop-up shop](#) in collaboration with Big C Charity, overseeing product selection, pricing, and sales performance.
- Participated in [industry education sessions](#) with F&F (Tesco), engaging with buying and marketing teams on retail strategy and graduate pathways.
- Maintain an active network of [25+ textile and homeware suppliers](#), with structured records of product capabilities, pricing benchmarks, and production strengths.

