

malini karthikeyan

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Filmography : IMDB Profile

Social Media:

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about me

Creative professional with 8+ years of experience across fashion, film and brand campaigns, now transitioning into fashion marketing and business. Experienced in leading teams, managing production timelines and budgets, and translating brand briefs into consumer-facing campaigns. **Currently pursuing an MA in Fashion Marketing & Global Cultures at London College of Fashion, focusing on consumer insight, global fashion markets and brand strategy.**

experience

NEXT / Store Team Member - Peak Season (Stock)

Nov 2025 - Jan 2026 | Oxford Street, London

- Supported stockroom operations in one of the brand's highest-traffic flagship stores during peak trading season.
- Managed deliveries, inventory organisation and rapid stock replenishment to maintain product availability on the shop floor. Worked closely with store and sales teams to ensure efficient stock flow during high customer volume periods.
- Assisted with online order fulfilment, stock transfers and back-of-house logistics in a fast-paced retail environment.

TEAM E BY EKA LAKHANI / Head of South India Division / Costume Designer & Fashion Stylist

June 2017 - Sept 2025 | Bombay & Chennai

- Led a team of stylists delivering costumes and looks for films, advertising campaigns, music videos, and celebrity events.
- Translated scripts and creative briefs into wardrobe concepts; sourced, designed, and executed costumes in collaboration with directors and cinematographers.
- Managed budgets, schedules, and logistics for large-scale productions, ensuring creative quality and efficiency.
- Selected Projects: Ponnaiyan Selvan Parts 1 & 2 (Mani Ratnam), Leo (Lokesh Kanakaraj), Thug Life (Mani Ratnam).

NOMADS / Co-Founder / Creative Director

April 2023 - April 2025 | Chennai

- Co-founded and operated a creative agency producing campaigns for fashion and jewellery brands.
- Developed brand identities, campaign concepts and visual strategies across digital, print and outdoor platforms to support brand positioning and audience engagement.
- Advised clients on brand positioning and translated marketing objectives into cohesive visual narratives.
- Built client partnerships and led campaign production from concept to delivery.

TAKE SPORTS / Art Director

July 2023 - August 2023 | Chennai

- Directed a brand repositioning initiative, developing a new visual identity, logo and marketing collateral.
- Implemented a cohesive brand system to strengthen audience alignment and communication.

NAVANS PHOTOGRAPHY / Creative Assistant (Photography & Content)

June 2016 - August 2016 | Chennai

- Managed image post-production and delivered final visual assets to professional client standards.
- Wrote and published blog content on diverse topics, enhancing studio visibility and client engagement.
- Developed strong skills in visual editing, content creation, and brand storytelling.

Freelance Styling and Event Work

2015 - 2025

- Curated red carpet and media appearance looks for high-profile public figures within the Indian entertainment industry.
- Managed designer collaborations, luxury garments, and visual presentation for international media exposure.
- Clients include global names such as Aishwarya Rai Bachchan, Karan Johar, as well as leading figures in Indian cinema and television.

education

MA Fashion Marketing & Global Cultures

UAL / London College of Fashion

Sept 2025 - Present

B.Des Fashion Communication

National Institute of Fashion Technology

August 2014 - May 2018

CGPA - 7.9

Awarded 'Best Graduation Project'

BA Music

University of Madras /

Department of Indian Music

August 2015 - Jan 2016

First Class, 63%

Class XII, CBSE

PSBB Group of Schools

April 2014, Chennai

skills

Project & Operations:

Concept development, trend research, lookbooks, campaign styling, moodboards, visual merchandising, creative direction.

Creative & Styling:

Team management, stakeholder collaboration, cross-cultural branding, budget control, scheduling.

Digital & Design Tools:

Adobe Creative Suite (Illustrator, InDesign, Photoshop), Lightroom, Procreate, MS Office Suite, Keynote

Languages:

English (Fluent), Tamil, Hindi

Other: Strong knowledge of South Asian fashion markets, cross-cultural branding, project & budget management

IELTS (International English Language Testing System)

March, 2025

Overall Band Score - 8.0