

MUSARAT MERCHANT

92-29 Queens Blvd, Rego Park, APT # 15F | (347) 651 - 7449

musaratmerchant@gmail.com · <https://www.linkedin.com/in/musarat-merchant-b918911b4/>

ACADEMIC BACKGROUND

<u>Year</u>	<u>Degree</u>	<u>University / School</u>	<u>Major</u>
2021 (anticipated)	B.S.	CUNY New York City College of Technology	The Business and Technology of Fashion
<ul style="list-style-type: none">• Dean's List• Honors Student - National Society of Collegiate Scholars, NSCS (One of the top 20% rank holder of the graduating class)• 3.7 GPA			
2019	A.S.	CUNY New York City College of Technology	The Business and Technology of Fashion
<ul style="list-style-type: none">• Dean's List• Honors Student - National Society of Collegiate Scholars, NSCS (One of the top 20% rank holder of the graduating class)• Received the Academic Excellence Award from the School of Professional Studies. (2020)• 3.9 GPA			
2017	H.S. Diploma	Forest Hills High School	-
<ul style="list-style-type: none">• Highest Honors in Cartooning• Academic Excellence			
2015	S.S.C.	Holy Name High School	-
<ul style="list-style-type: none">• Rank holder• Assistant Leader of the Art and Culture Club			

CERTIFICATIONS

<u>Issued Year</u>	<u>Certification Type</u>	<u>Institution</u>
2020	Title IX Sexual Harassment, Gender-Based Harassment and Sexual Violence Student Curriculum	CUNY New York City College of Technology
2013	Certified Professional Henna Artist	World Memon Foundation, Mumbai, India.

RELEVANT PROFESSIONAL EXPERIENCE

Beauty and Fashion Content Writer (Intern)
<https://collegecandy.com/>

**COED
Magazine,
Media at New
York, NY 10001
(Remote)**

**August 2020 -
Present**

- Writing 5-10 beauty/fashion stories a week as well as occasional longer features
- Working with editors on content ideas, calendar, and coverage
- Photo/video hunting and gathering
- Working with social team to market content
- Editorial research and curation
- Writing professionally researched news articles on WordPress
- Seeding written posts to social media platforms and accomplishing website traffic and engagement goals on Google Analytics
- Posts written by me: <https://collegecandy.com/author/mmerchant/>

**Skin Care Sales Associate (Commission based
Sales)**

**Social Dynamics
Inc. La Vern at
Queens Center
Mall.**

February 2020

- Attracted customers to the kiosk to learn about the hair, skin, and eye care products.
- Promoted product samples, set up and cleaned up demonstration sessions.
- Assessed customers' individual needs to best recommend products.
- Maintained a neat and clean and organized work setting.
- Completed all necessary paperwork and follow-up on a timely basis.

Website Updater/ Online Product Lister for
<https://www.iloveherbal.com/>
<https://www.shahnazhusainusa.com/>

**USA Wholesale
and Retail -
Valley Stream,
NY**

April 2019

- Listed all new products to the warehouse's 3 different websites plus eBay, Amazon and Shopify with the best and effective descriptions of the products
- Posted special bulk deals for different types of buyers.
- Changed / updated prices of products based on the business's competitor's price point.
- Captured pictures of products and edited them before uploading on the website, so that it looks exact same color as the product. Hence prevented future complaints and returns from customers about the difference in color

Women's Fashion Department Sales Associate

*UNIQLO 5th
Ave Global
Flagship Store -
New York, NY*

*September
2017*

- Responsible for assisting customers in the Women's Fashion Department, which also the department that makes most sales at the end of the day out of all UNIQLO stores globally!
- Recognized as the "Customer Service Compliment Champion" for weeks sometimes even months!
- Was a team player, daily planned with the team how to hit sales target, and reach ADT (average dollar transaction) and UPT (unit per transaction) goals.
- Partnered with company managers to plan sales strategy
- Stocked shelves, made sure to keep the sales floor neat, (B rank or higher)
- Stood out of all 500 employees, because of her dedication of providing exceptional customer service experience.
- Treated customers with courtesy and respect.

ACADEMIC: HONORS AND AWARDS

<u>Issued Year</u>	<u>Award Title</u>	<u>Institution</u>
2020	Recipient of <i>the Academic Excellence Award</i> from the School of Professional Studies for Associates' in The Business and Technology of Fashion.	CUNY New York City College of Technology
2019	Nominated, for the National Society of Collegiate Scholars distinguished student.	CUNY New York City College of Technology (NSCS)
2019	Recipient of <i>Certificate of Completion Accelerated Studies in Associates Program</i>	CUNY New York City College of Technology (ASAP)
2018	Dean's List	CUNY New York City College of Technology
2017	Dean's List	CUNY New York City College of Technology
2017	Recipient of <i>Excellence in Cartooning - Highest Honors</i>	Forest Hills High School

2017	Recipient of <i>Certificate of Excellence in Recognition of Outstanding Academics</i>	Forest Hills High School
2010	Recipient of Rhythms Interscholar Talent Fest '10 award for achieving <i>2nd Position in the Artificial Flower Bouquet Making event</i>	Holy Name High School
2008	Recipient of the award for <i>Good Behavior and Personality</i>	Holy Name High School
2007	Recipient of Certificate of Excellence, and awarded the <i>1st Position at the International Art & Craft Contest 2007</i>	Holy Name High School
2007	Recipient of the award for <i>Good Conduct and Application</i>	Holy Name High School

WORKSHOPS ATTENDED FOR PROFESSIONAL DEVELOPMENT

Professional Development Center, Career Development workshop entitled, "Writing Effective Cover & Thank You Letters", Thursday, Feb 28th, 2019 from 12:45 PM - 2:00 PM at 300 Jay Street, Brooklyn NY 11201, Namm Hall, Level 1, Room: N – 119.

Professional Development Center, Career Development workshop entitled, "Interview Strategies: What You Need To Know Before, During, and After The Interview" Thursday, Nov 14th, 2019 from 12:45 PM - 2:00 PM at 300 Jay Street, Brooklyn NY 11201, Namm Hall, Level 1, Room: N – 119.

Accelerated Studies in Associates Programs ASAP workshop for learning effective "Stress Relief Tactics", Monday, Nov 28th, 2017 from 11:30 AM – 12:20 PM at 172 Pearl Street, Brooklyn NY, Environmental Center, Level 3, Room: E – 302.

Accelerated Studies in Associates Programs ASAP workshop for learning effective "Career Exploration", Monday, Nov 6th, 2017 from 11:30 AM – 12:20 PM at 172 Pearl Street, Brooklyn NY, Environmental Center, Level 3, Room: E – 302.

Accelerated Studies in Associates Programs ASAP workshop for learning effective "Study Skills", Wednesday, Oct 18th, 2017 from 2:30 PM - 3:20 PM EDT at 172 Pearl Street, Brooklyn NY, Environmental Center, Level 3, Room: E – 302.

Accelerated Studies in Associates Programs ASAP Fall 2017 workshop, “Assessment and Goal Setting”, Monday, Oct 2nd, 2017 from 11:30 AM – 12:20 PM at 186 Jay Street, Brooklyn NY, Voorhees Hall, Level 3, Room: V – 317.

Accelerated Studies in Associates Programs ASAP Fall 2017 workshop, “Team Building and Communication”, Monday, Sep 25th, 2017 from 11:30 AM – 12:20 PM at 186 Jay Street, Brooklyn NY, Voorhees Hall, Level 3, Room: V – 317.

Accelerated Studies in Associates Programs ASAP Fall 2017 workshop, “Time Management”, Monday, Sep 11th, 2017 from 11:30 AM – 12:20 PM at 186 Jay Street, Brooklyn NY, Voorhees Hall, Level 3, Room: V – 317.

EXPERIENTIAL LEARNING

The Museum at FIT, exhibit “*Fairy Tale Fashion*”, Online Exhibition, attended virtually on Friday, 15th June 2020 at <http://www.fitnyc.edu/museum/exhibitions/fairy-tale-fashion.php>

The Brooklyn Historical Society, exhibit “*Waterfront*”, Thursday, Dec 5th, 2019 from 5:00 P M to 6:00 PM at, 55 Water Street, Brooklyn, NY 11201, Floor

The Museum at FIT, exhibit “*RED*”, Friday, 22nd Feb 2019 from 3:00 PM to 4:00 PM at 227 W 27th St, New York, NY 10001, 1st Floor

The MET Museum, exhibit “*The Secret of Textiles: The Milton Sonday Archive*” by Ratti Center, Monday, April 15th, 2019 from 2:30 PM to 5:00 PM at 5th Ave and 82nd St, NY.

The MET Museum, exhibit “*In Praise of Painting: Dutch Masterpieces at The Met*”, Tuesday, April 9th, 2019 from 2:30 PM to 5:00 PM at 5th Ave and 82nd St, NY.

MoMA, exhibit “*Items: Is Fashion Modern*”, Friday, Nov 24th, 2017 from 6:00 PM to 7:00 PM at 53rd Street and 5th Avenue, NY, Floor 6.

SOCIAL MEDIA

- Instagram
- Facebook
- Snapchat
- TikTok
- Skype
- WhatsApp

COMPUTER SKILLS

- Microsoft Office Suite
- Microsoft Excel
- Microsoft Word
- Microsoft Power Point
- G Suite
- Google Docs
- Google Sheets
- Google Slides
- Google Analytics
- WordPress

DATABASE

- Fashion Snoops
- Lexis Nexis
- EBSCO

CIVIC ENGAGEMENT

Mother's Kitchen and Warm Clothing Drive, Saturday, 6th Jan 2018, from 8:00 AM – 5:30 PM at The Ascension Church, 221 West 107th Street, Amsterdam Ave New York, NY 10025

- 8:00 AM - 2:15 PM helped in food preparation, veggie chopping, peanut butter and jelly sandwich preparation and take away bread for our guests, table and chair set up.
- 2:15 PM Prepared everything dished out food, greeted our guests and help seat.
- 2:45 PM Served lunch, helped serving those that need assistance getting their meal, volunteered to help serve soup and beverages to the tables.
- Volunteered in assisting guests as they left, gave them PB&J sandwiches as to go!
- 4:00 PM - 5:30 PM cleaned off tables, broke them down, returned chairs to rack, swept floors and took care of the garbage.
- Helped distributing warm coats, sweaters, hats, scarves, hoodies, socks, gloves, and warm boots! We distributed them to our guests after their meal.

Volunteered as an Afterschool "Homework helper" Oct 2017 – Dec 2017, from 2:30 PM – 5: 00 PM, Mondays and Wednesdays at the, 93-29 Queens Blvd, Rego Park, NY 11374.

- Helped young children learn from playing, solving problems, questioning, and experimenting.
- Made sure that no kid gets sad or emotional by missing their parents and everyone stays in a healthy atmosphere.
- Read and played with kids to introduce basic concepts, such as manners by teaching them how to share and take turns by playing games with other children.
- Helped in cleaning the classroom m daily and distributing evening snacks to students with the staff before children leave for the day.

LANGUAGE PROEFFICENCY

- English: Reading, Writing, Understanding, Fluent in speaking
- Hindi: Reading, Writing, Understanding, Fluent in speaking
- Urdu: Reading, Writing, Understanding, Fluent in speaking
- Marathi: Reading, Writing, Understanding, Moderate in speaking
- Arabic: Reading, Understanding basics.