

PROFILE

Motivated and globally-minded International Business Management student with strong academic and professional experience in strategic planning, global market analysis, and business development. Demonstrated ability to manage cross-functional projects, analyze organizational systems, and develop marketing strategies tailored to diverse markets. Proven track record of applying business frameworks to real-world challenges, with a strong interest in global expansion, retail strategy, and sustainable business practices.

Expertise

- Strategic Planning & Analysis
- International Marketing & Market Entry
- Organizational Development
- Supply Chain & Operations
- Business Research & Communication
- Cross-Cultural Management
- Customer Engagement & CRM
- Project Management

TOOLS & FRAMEWORKS

- SWOT | PESTLE | Porter’s Five Forces
- Microsoft Office Suite | Google Workspace
- Retail Analytics Tools | Project Management Software

ADDITIONAL INFO

Gained valuable experience working part-time with people from various cultural backgrounds in Scotland, enhancing intercultural collaboration.

Languages: English, Tamil, Malayalam.

Strong interpersonal skills and adaptability across multi-cultural teams.

ASHLEY CATHERINE

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Phone: +91 96776 87438 | Location: Bangalore.

PROFESSIONAL EXPERIENCE

Business Development Executive
Trendievia Costume OCT 2021 – JUN 2023

- **Market Expansion & Trend Analysis**
Identify and explore new markets, monitor fashion trends, and align business strategies to target emerging consumer segments and geographies.
- **Strategic Partnerships & Collaborations**
Build alliances with designers, influencers, retailers, and e-commerce platforms to boost brand visibility and create co-branded opportunities.
- **Client Relationship Management**
Maintain and grow relationships with key clients, ensuring repeat business and customer satisfaction through tailored solutions and attentive service.
- **Sales & Revenue Growth Initiatives**
Develop and implement sales strategies promotional campaigns, and pricing models aimed at maximizing profitability and market share.

EDUCATION

MSc International Business Management
Heriot-Watt University, 2023 - 2024
Edinburgh, UK |
Merit (CGPA 6.8)

BSc Garment Designing
PSGR Krishnammal College, 2018 - 2021
Tamil Nadu, India |
Merit. (CGPA 7.2)

BUSINESS PROJECTS

- **Market Entry Strategy – Wagamama in China**
Developed a strategic plan addressing market potential, cultural adaptation, and localization. Recommended workforce development and brand partnership strategies.
- **Business Environment Analysis – Unilever in New Zealand**
Conducted a detailed external environment scan using PESTLE and SWOT to assess risk and entry feasibility.
- **Competitive Strategy Analysis – Marks & Spencer**
Applied Porter’s Five Forces to assess industry position and propose differentiation strategies.