

Shefali Jain

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Dear LVMH Team,

My journey has always carried two sides: structure and creativity, strategy and storytelling. Chartered Accountancy gave me structure, teaching me to read what a business is worth. Creativity drew me to luxury, first through beauty, where packaging, ritual, and story turn a product into something personal. SCAD's M.A. in Luxury and Brand Management is teaching me to bring both sides together.

Both sides meet in how I read a maison: strategy shows where a brand must go, and emotional intelligence reveals what it must never lose. When a project asked how Tiffany & Co. could win over Gen Z, I began with the clients it already had. A Tiffany blue box holds proposals, milestones, and promises, so the question became not how to make Tiffany younger, but how to invite a new generation into a story that means so much. That balance, evolving a maison while protecting the heritage and emotion that make it distinctive, is what I hope to explore further at LVMH.

Understanding a story is only half the work; the other half is helping people feel it. That is why creating experiences excites me most. My creative problem solving begins with the emotion a moment should leave behind, then works backward to the space, gesture, or object that delivers it. Leading my SCADpro team for Delta Air Lines has shown me this sensitivity matters with people too: when every voice feels heard, ideas grow braver.

I would welcome the opportunity to bring this balance to LVMH in brand strategy, marketing, or client experience. Thank you for your time and consideration. I look forward to speaking with you at LVMH Day.

Sincerely,

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Relevant Coursework: Luxury Business & Brand Strategy; Trend Forecasting; Visual Communication & Narrative; Advertising Luxury; Global Distribution & Supply Chain; Strategic Financial Management

Education

Savannah College of Art and Design (SCAD)

M.A. in Luxury and Brand Management

Atlanta, GA

Jan 2026 – 2027 (Expected)

KC College, University of Mumbai

B.Com | CGPA: 8.14/10

Mumbai, India

2017 – 2020

Chartered Accountancy (CA) Finalist | ICAI

2017 – 2024

Cleared CA Foundation and both Intermediate Groups; passed 5 of 8 CA Final papers.

Selected Projects

Tiffany & Co. | Spring/Summer 2027 Trend Forecast *(Trend Forecasting & Analysis · Individual)*

Conducted comprehensive brand research and a SWOT analysis to assess Tiffany & Co.'s positioning and Gen Z engagement gaps, then used WGSN trend intelligence to forecast three S/S 2027 trends designed to attract younger consumers while preserving the maison's established identity and existing clientele.

Dior Beauty | Influencer Marketing Campaign *(Collaborative)*

Researched Dior Beauty's brand identity, communications, and influencer strategy to define the campaign's objectives and develop its theme; collaborated on product curation and influencer selection, including the Lily-Rose Depp selection rationale and posting schedule.

Ferragamo | Brand Reinvention Strategy *(Collaborative)*

Led brand and heritage research and analyzed the causes of Ferragamo's decline; developed the revival strategy and competitor positioning map, then created an artist-collaboration concept, shopping-bag design, and brand video communicating the maison's heritage and proposed revival.

Experience

Essa's Club | Brand & Digital Operations

Mumbai, India

Brand Experience & Digital Operations

Jan 2023 – Jun 2023

- Accompanied sourcing trips to China, gaining insight into vendor selection, product quality assessment, and price negotiation; supported buying decisions through target-audience insights and range curation, and contributed to the brand's move online through social media setup, content posting, and packaging coordination.

The Happiness Project

Remote

Social Media Manager (Freelance)

2020 – 2021

- Managed social media accounts and created visuals to promote podcast episodes and engage audiences; designed and scheduled pre-launch teasers for new series, keeping a consistent posting cadence and visual identity across platforms.

Dhruva Advisors | CGCA and Associates | Agrawal & Kedia Associates

2019 – 2022

Chartered Accountancy Articleships

- Built analytical rigor and structured problem-solving through tax research, audit, and compliance assignments, developing financial-analysis and detail-oriented skills that complement creative and strategic brand work.

Leadership & Activities

SCADpro | Delta Air Lines

Atlanta, GA

Experience Team Lead

2026 – Present

- Lead an eight-member multidisciplinary team, aligning perspectives across majors and backgrounds and coordinating strategic, analytical, and creative thinking while maintaining project confidentiality.

Skills & Interests

Brand Strategy: Maison research, brand positioning, SWOT and competitive analysis, consumer insights, trend forecasting

Creative & Marketing: Campaign and influencer strategy, visual concepts, brand storytelling and communications

Experiential Design: Brand experience concepts, exhibition and spatial design, customer journey planning

Technical: WGSN, Adobe Illustrator, Adobe InDesign, Microsoft Excel, Microsoft PowerPoint, Squarespace