

# ANUSHKA ANAND

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## TRANSFORMATIONAL MARKETING STRATEGIST AND CREATIVE STORYTELLER

An innovative brand storyteller with over 7 years of immersive experience in brand strategy across industries. I specialize in blending creative and strategic approaches, excelling in branded content creation, consumer marketing strategy development, art direction, and project management. My extensive background involves crafting compelling narratives to achieve business objectives using creative processes to deliver impactful and memorable consumer experiences.

## WORK EXPERIENCE

### CREATIVE MARKETING STRATEGIST CONSULTANT

**JAN 2024 - CURRENT**

*CLIENTS: LIFESTYLE & FASHION BRANDS*

- Developing and executing multichannel marketing strategies, seamlessly integrating creativity into campaigns that capture attention and leave a lasting impression on the audience across all digital platforms.
- Leveraging data analytics to inform campaign strategies, ensuring creativity is paired with a results-oriented approach, leading to improved conversion rate.
- Creating compelling narratives that resonate with the audience and forge emotional connections beyond transactions, driving engagement and loyalty.
- Collaborating with design teams to ensure visual content aligns seamlessly with campaign narratives, enhancing marketing materials' overall impact and memorability.
- Working with cross-functional teams, from creative to analytics, ensuring a unified approach that amplifies the brand messaging and creating variations to help scale successful campaigns based on performance data.
- Managing creative processes from ideation to analytics, ensuring the output aligns with the brand identity and messaging.

### DIGITAL MARKETING STRATEGIST

**MAY 2021 – DEC 2023**

*CLIENT: SAYN BEAUTY*

- Developed strategic plans integrating digital marketing concepts focused on brand content, social media, e-commerce, email, and performance across both B2B and B2C divisions that led to 10x growth in sales across both channels
- Led customer experience transformation agenda, identifying gaps and executing a strategic approach through cross-functional collaborations in developing e-commerce design and consumer journey, achieving a 132% increase in conversion rate
- Concept development and analysis of creative marketing campaigns and advertisements to grow awareness and build brand loyalty amongst target consumers and businesses
- Execution of digital design across platforms in sync with market trends and brand DNA, ranging from graphics, typography, video, web pages, banners and email design

PLATFORM EXPERT IN: SHOPIFY, KLAYVIO, AMAZON SELLER CLOUD, FIGMA, ADOBE SUITE, MONDAY

### BRAND MANAGER

**JUNE 2017 – JUNE 2018**

*MIRAKIN - 3D PRINTED JEWELRY*

- Created the brand strategy to capture audiences through focused and targeted PR initiatives, exhibitions, and creative digital presence. Led an international launch on a multi-designer platform with four magazine features
- Delivered 4X in impact on customer engagement and 2X growth in sales through effective e-commerce design and marketing campaigns
- Spearheaded the overall creative direction in creating marketing assets and collaterals to communicate brand value across all touchpoints; leading a cross-functional team of 5: graphic designers, videographers, and photographers

### CREATIVE PRODUCT DESIGNER

**SEPTEMBER 2016 – APRIL 2017**

*NAKHREWAALI - ETHICAL HANDMADE JEWELRY*

- Launched design collections focused on fabric manipulation techniques and unique textile development from inception to execution
- Collaborated with graphic designers and photographers to bring the creative inspiration behind each collection to life in sync with the brand image via social media activations and e-commerce
- Optimized the production process through the implementation of standard procedures, cost reduction through decreased process errors, and facilitation of communication across teams, leading to a 10% reduction in production time
- Customized unique customer journey from concept to delivery for all personalized services to establish strong consumer relationships and brand loyalty

## EDUCATION

### M.A IN LUXURY & FASHION MANAGEMENT

SAVANNAH COLLEGE OF ART & DESIGN, GA, USA

### B.A IN TEXTILE DESIGN

NATIONAL INSTITUTE OF FASHION TECHNOLOGY, NEW DELHI, INDIA

**SOFT SKILLS:** Drive and Initiative, Analytical and Problem Solving, Agile, Communication

**HARD SKILLS:** Digital Marketing, Art Direction, Email Marketing, Branding & Identity Development, Social Media Marketing, Graphic Design, Advertising, Creative Content Strategy, Marketing Strategy, Brand Management, Web Design, Amazon Seller Cloud, Shopify, Monday, Klayvio, Photography, User Experience, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe XD, Adobe Premier Pro.