

Name :

Meera Nair

Profile Summary :

Creative marketing strategist specializing in content and brand storytelling for luxury, FMCG, and lifestyle brands. Experienced in social media campaigns, influencer marketing, and brand positioning.

Contact :

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Academics :

MBA in Marketing – IIM Bangalore (2020), Coursework: Brand Management, Social Media Marketing, Consumer Insights, Graduated with Honors

Certifications :

Content Marketing HubSpot (2020), Meta Ads Certification (2021)

Achievements :

Grew social engagement by 200% in one year, Managed award-winning influencer campaigns, Featured in 'Top 30 Marketing Professionals under 30'

Experiences :

Brand Strategist at PixelMark Solutions (2020–2023) - Developed brand campaigns for luxury fashion and lifestyle brands - Collaborated with 50+ influencers - Increased Instagram engagement rate by 150%

Projects :

- Executed influencer marketing campaign for skincare brand with 120 influencers, resulting in 4x ROI
- Created content marketing strategy for luxury lifestyle brand, boosting website traffic by 90%

Hobbies :

Reading contemporary fiction, Photography, Solo Travel