

**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