



# SHWETHA ANAND

Front-End  
Web Design

Branding/Logo Design

Strategic  
Marketing

## PROFILE

### About:

In 3 words or less, I would describe myself as friendly, focused and ambitious. My hobbies and areas of interest are fashion, movies and music. I also enjoy recreating my mother's recipes in spare time.

### Looking forward to...

Be a part of a motivating team within a company that has an inspiring organisational culture. Looking forward to learn and grow in the areas of Web-Design and User-Interface Design for web and mobile applications.

### Experience:

#### Conference Manager, Conferenz Ltd, NZ: Feb 2012- Mar 2014

- Market Research
- Advertising Strategy, based on research (BTL)
- Customer Insights and Analysis
- Direct Marketing :Design and Implementation
- Results driven partnership management
- Specialised in portfolios:IT and Finance
- Copywriting

#### Marketing Manager, iReboot Ltd, India: Aug 2010- Jul 2011

- Marketing Plan
- Generating Sales
- Brand Development
- Database growth
- Advertising strtaegy, ATL & BTL
- Oversee the design of marketing collateral and provide direction where needed

#### Marketing Intern, Public Relations Society of America, NY: Mar 2009- Apr 2010

- Prprepare marketing collateral using design tools
- Develop and update website content
- Copywriting for events
- Market research and analysis
- Create email campaigns on MailChimp



## TECHNICAL SKILLS

HTML5 & CSS3



jQuery & JS



ZURB  
Foundation



UX/UI



PHP



## COMMUNICATION SKILLS

Strategic Marketing



Copywriting



Photoshop/  
Illustrator



Google Analytics



Branding



## EDUCATION

Yoobee School of Design

Front-End Web Development (May 2014- Aug 2014)

The Fashion Institute at State Univesity of New York

PGDip in Fashion Advertising and Marketing Communications (Jan 2008-May 2009)

The National Institute of Engineering

B.E in Electronics & Communication (Sep 2003-Mar 2007)



## CONTACT

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