

Professional Summary

Results-driven and creative professional with 4+ years of experience in designing and 2+ years in management, seeking to leverage my skills in marketing, business development, and team management to drive growth in a dynamic organization. Currently pursuing an MBA at IIM Indore, with a strong background in graphic design, FMCG, and retail marketing.

Professional Experience

Design Manager (DE10)

Inazuma.co | Jan 2022 - Present

Management Intern

Hindustan Unilever Ltd. | Summer 2019

Key Achievements:

- Conducted market research to identify trends in the FMCG sector, resulting in a 15% increase in sales for a key product line.
- Developed and implemented a social media campaign that boosted brand engagement by 30%.

Responsibilities:

- Assisted in the development of marketing strategies for new product launches.
- Collaborated with the sales team to enhance retail marketing efforts.

Owner/Designer

Freelance Graphic Designer | 2018 - 2022

Key Achievements:

- Built a diverse portfolio with over 50 clients across various industries, achieving a 95% client satisfaction rate.
- Successfully managed multiple projects simultaneously, meeting deadlines and exceeding client expectations.

Responsibilities:

- Designed visual materials for branding, advertising, and marketing campaigns.
- Provided consultation services on brand identity and visual strategy.

Event Coordinator

EventCraft Co. | Summer 2017

Key Achievements:

- Coordinated a large-scale corporate event for over 500 attendees, receiving positive feedback from clients and attendees alike.
- Assisted in the development of event marketing materials, resulting in a 25% increase in event registrations.

Responsibilities:

- Managed event logistics, including venue selection and vendor coordination.
- Collaborated with the design team to create event branding and promotional materials.

Education

Technical Skills

Design & Creativity:

- Graphic Design
- Branding
- Advertising
- Event Management

Marketing & Business:

- Marketing Strategy
- Business Development
- Retail Marketing
- B2B & B2C Marketing
- Digital Marketing
- International Marketing

Software & Tools:

- Microsoft Office (Excel, PowerPoint, Word)
- HubSpot
- Social Media Platforms

Management & Soft Skills:

- Team Management
- Presentation Skills
- Written Communication

- Customer Service
- Management