



ISHITA MISHRA

CUSTOMER SUCCESS CHAMPION

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🌐 [/ishita-mishra-csm](https://www.linkedin.com/in/ishita-mishra-csm)

• PROFILE

Customer retention & loyalty expert!

Design thinking & communication strategist.

Sustainability adviser for textile & fashion brands as well as students.

Digital media & branding consultant.

• SKILLS

- Customer retention
- Cross & up-sells
- Customer onboarding & orientation
- Project management
- Adobe PhotoShop, InDesign, XD, Illustrator
- Google Analytics & Ads
- WordPress
- Microsoft Office
- Expert chef - Spicy Indian cuisine

• AWARDS

Digital Impact Awards, London

2020 Best Online Newsroom : Dove (Unilever), Silver Award

Digital Impact Awards, London

2019 Best Online Newsroom : Aston Martin Lagonda, Gold Award

• VOLUNTEER WORK

- Jane Goodall Institute (Roots & Shoots), India
- WWF, France
- Cheetah Outreach, South Africa
- Wildlife Act, South Africa

• EDUCATION

Mod'art International, Paris

Master of Business Administration
2015 - 2016

National Institute of Design, India

Bachelor of Arts - Textile & Apparel Design
2006 - 2011

• LANGUAGES

English : Bilingual/Native

French : Intermediate

Hindi : Native

• WORK EXPERIENCE

CUSTOMER SUCCESS MANAGER (SaaS)

Epresspack (agency) | Paris, France

Jan 2017 - Aug 2021

- Business development management in UK, Europe & North America (project pitch & presentation)
- Customer onboarding & loyalty management
- Responsible for retention, up-sales & cross-sales for international key accounts
- Resource & skill management - UI/UX teams, front-end development team & back-end development team
- Project performance analysis plus development of success plans & processes for customers
- Project calendar planning & time management
- Client service & support management

ASSISTANT DIGITAL MANAGER (ELLE)

Lagardere Active | Levallois-Perret, France

Jun 2016 - Dec 2016

- Manage effective international B2B & B2C communications for Japan, China, Korea, North & South Americas, India, Europe
- Global community manager & analyst
- Performance analysis & reporting for e-commerce website & email campaigns

FOUNDER AND CREATIVE DIRECTOR

IM Handmade | Lucknow, India

Apr 2013 - Mar 2015

- Create & promote fine hand-crafted India textiles (Première Vision, Paris)

LEAD MENSWEAR DESIGNER

Alok Industries | Mumbai, India

Aug 2012 - Feb 2013

- Collection planning & merchandising

COSTUME DESIGNER & STYLIST (FILM & TV COMMERCIALS)

Dstress House | Mumbai, India

Jan 2012 - Jul 2012

- Costume & character development

TEXTILE & FASHION DESIGNER

Cue Apparels | New Delhi, India

Jun 2010 - Apr 2011

- Couture & prêt-à-porter collection research & development