

Creative strategist with 7+ years of experience strategising and executing cross-channel campaigns across luxury, FMCG, and B2B sectors. Proven record of driving 40% engagement growth and crafting data-driven strategies that deliver measurable business results across 10+ markets.

## WORK EXPERIENCE

### 3M [OLIVER]

#### APAC Content Strategist | Singapore, Remote

[www.oliver.agency](http://www.oliver.agency)

Feb 2023 – Aug 2024

*Integrated Marketing, Eloqua Campaigns, User Journey, Google Ads, Campaign Strategy*

- \* Led 3M SIBG APAC communications across five divisions, achieving a 44% growth in qualified leads (H1 2024).
- \* Created over 30 Eloqua campaigns, boosting average open rates from 12% to 35%, with a peak of 99% and improving overall conversion to 57% through A/B testing.
- \* Collaborated with country leads across 12 markets, crafting data-driven briefs tailored to local needs.
- \* Mentored 4 team members and developed training materials and templates for team-wide consistency.

### BACCAROSE

#### Senior Creative Strategist | India

[baccarose.com](http://baccarose.com)

May 2022 – Dec 2022

*Luxury Branding, In-store/Digital UX, Launch Events, KOL Campaigns, Google Ads*

- \* Managed campaigns for 30+ luxury brands, including Gucci, Kate Spade, BOSS, Montblanc, and Paco Rabanne, increasing overall engagement by 4x.
- \* Developed data-driven, cross-channel storytelling and refined sales strategies for direct and partner channels.
- \* Built relationships with brand teams and agencies, overseeing product launches, negotiations, and editorial shoots.
- \* Mentored junior team members, ensuring consistent messaging across MARCOM.

### HOUSE OF QUADRI

#### Brand Consultant [Contract] | India

[houseofquadri.com](http://houseofquadri.com)

Feb 2022 – Apr 2022

*Creative Direction, Brand Identity, Editorial Shoots*

- \* Shaped editorial content and influencer marketing strategy, boosting organic engagement and lead generation.
- \* Led strategic brand development and visual merchandising, driving sales growth within three months.

### NYKAA, KLAIRS, LIMESE (K-BEAUTY)

#### Freelance Digital Lead | India

[atlancer.com](http://atlancer.com)

Nov 2017 – Jan 2022

*Campaign Strategy, Project Management, Copywriting*

- \* Planned and executed digital campaigns and video shoots to increase inbound traffic and engagement.

### SCHBANG

#### Creative Strategist | India

[www.schbang.com](http://www.schbang.com)

Nov 2016 – Oct 2017

*Campaign Strategy, Google Ads, Project Management, Copywriting, Video Production*

- \* Awarded DOD's Best Digital Integrated Campaign for Kaya, driving 42% engagement and 1.3M views on FB.
- \* Led strategy and content for 20+ videos and won pitches for brands like LinkedIn, Phillips, Castrol, Hamleys, Asian Paints, Godrej Properties, Lodha, and more.

## EDUCATION

### Master Of Business Administration

2020 – 2021

York St. John University, UK

- \* Relevant Coursework: Marketing and Data Analytics, Global Business Strategy, Finance for Decision Making

### PG in Management and Entrepreneurship

2019 – 2020

ISME, India | GPA = 8.60

- \* Relevant Coursework: Digital Marketing, Startup Product Management, Business Analytics, Excel Essentials

## SKILLS

- \* **Core:** Campaign Planning and Execution, Creative Direction, Stakeholder Management, Brand Development
- \* **Content:** UI/UX writing, Scriptwriting, SEO implementation, Storytelling
- \* **Tools:** SM Performance Metrics, Google Analytics, Eloqua, Salesforce