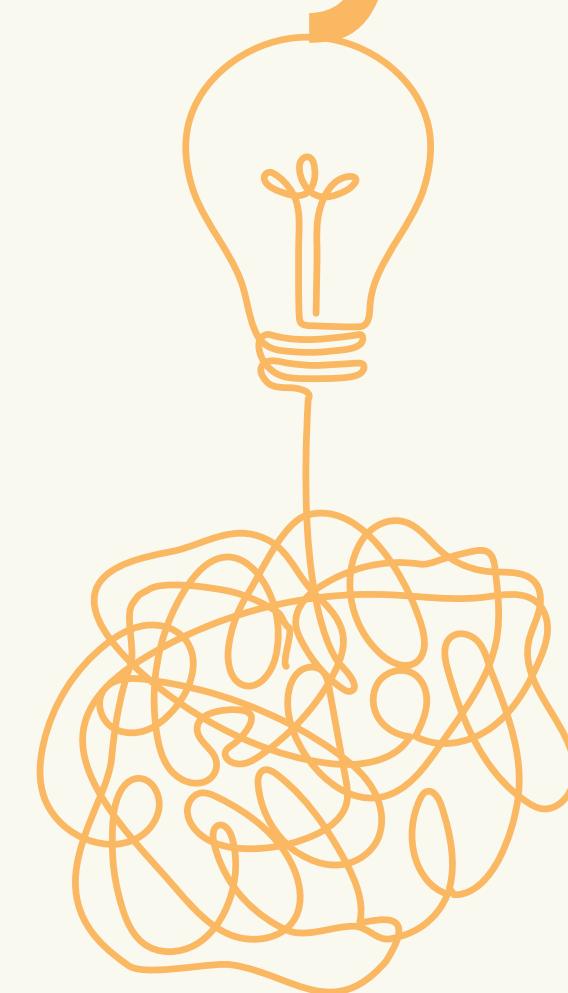

Strategy • Storytelling • Design • Execution

My Brand + Strategy

PART OF IT
2025
IS A FULLY



Rahini Banerjee

2019 - 2025



Who am I

I'm a creative leader who bridges strategy and storytelling. From managing brand identities to leading end-to-end digital campaigns, my focus is on building **clarity, trust, and emotions** into how brands communicate.

My Why

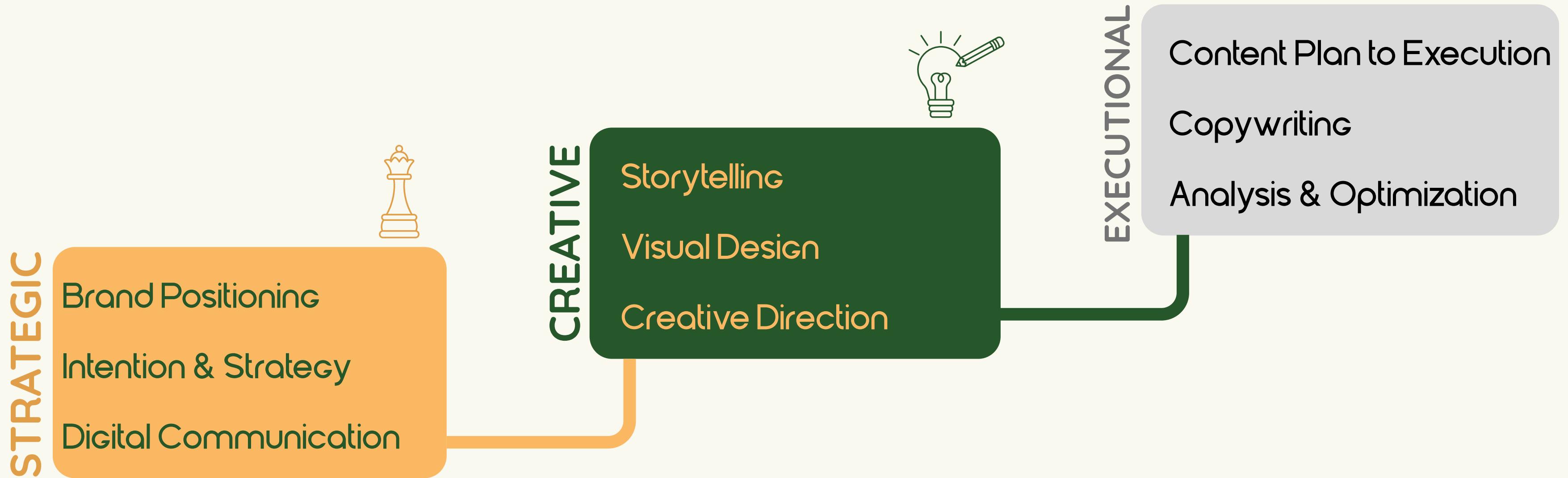
My path into marketing wasn't traditional at all. Not the usual marketing degree & unaware of my starting point.

But I had (& still have) curiosity, creative hunger & grit.

From my first interview to turning fragmented brand presences into clear, strategic identities—whether it was streamlining social media, brand communication, defining visuals, or shaping personal branding, I've learned that creative leadership is about **ownership, empathy, and vision**.



What I bring to the table



How

think?



we start here

Understand
the brand & goal

Diagnose gaps &
opportunities

Deliver Impact

let's say you
are a brand...

Build the
Strategy & Plan

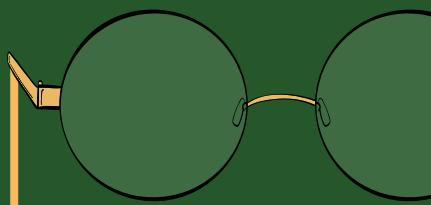
Refine
Realign

Create
&
Execute

Measure what's working
& what's NOT

Always a feedback loop!

the work behind the works



Case Studies of few of my Selected Projects Explained



1. WOMEN ACHIEVER AWARDS 2025, MUMBAI

END
TO END
DIGITAL
MARKETING.

The Challenge :

Less than 30 days. The real challenge is to create the full digital presence and co-branded identity for a unique first-time collaboration award event, and drive awareness + nominations + boost motivation amongst our TA through digital marketing within a short timeline.

Team of **2**. Tons of **Approvals**.
Real Talk? Seems Impossible. But **I love a challenge**.

The Context

NAREDCO Mahi and Women Who Lead National Award & Consortium came together for the first time to create the Women Achiever Awards 2025—a unique initiative aimed at celebrating women in India’s real estate sector, where female representation still remains low (~11-12%), acc. to recent studies.

But...

Because this collaboration was **new**:

- There was no joint online presence
- No co-branded identity
- No shared communication guidelines
- No existing campaign framework

The event needed a complete digital foundation built from scratch—identity, messaging, marketing funnel, content system, campaign-style communication, and digital execution.

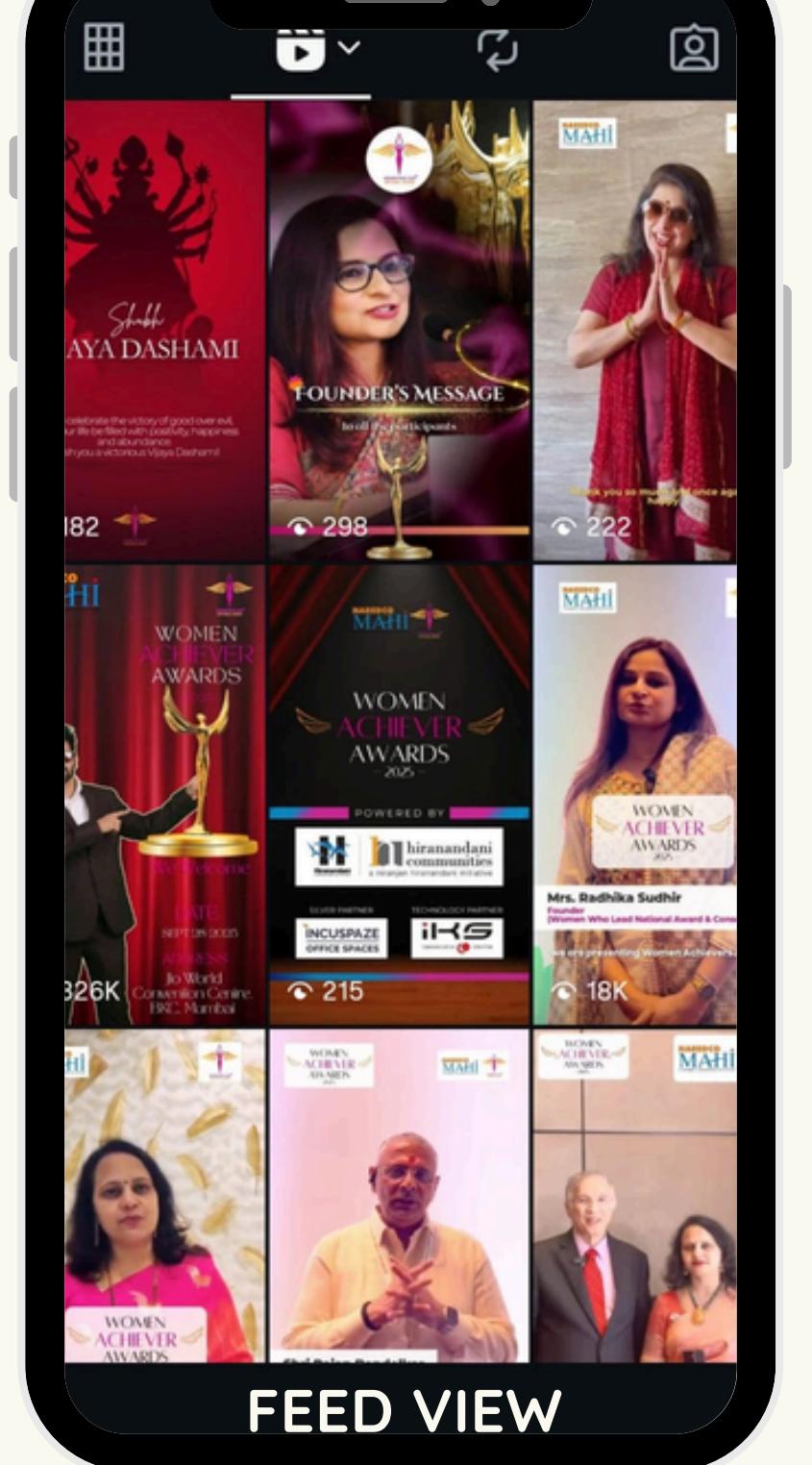
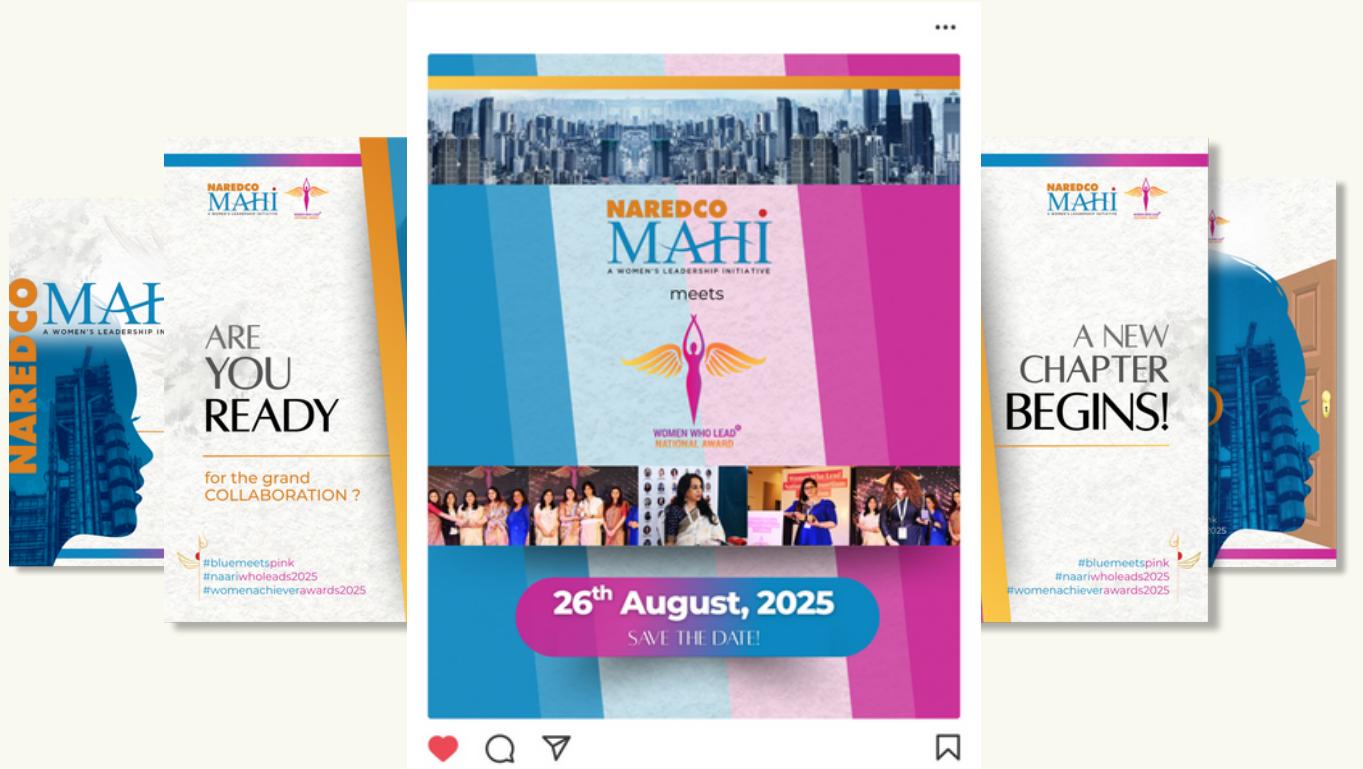
SO, WE DEVELOPED AN APPROACH, DEFINED ROLES & GOT STARTED



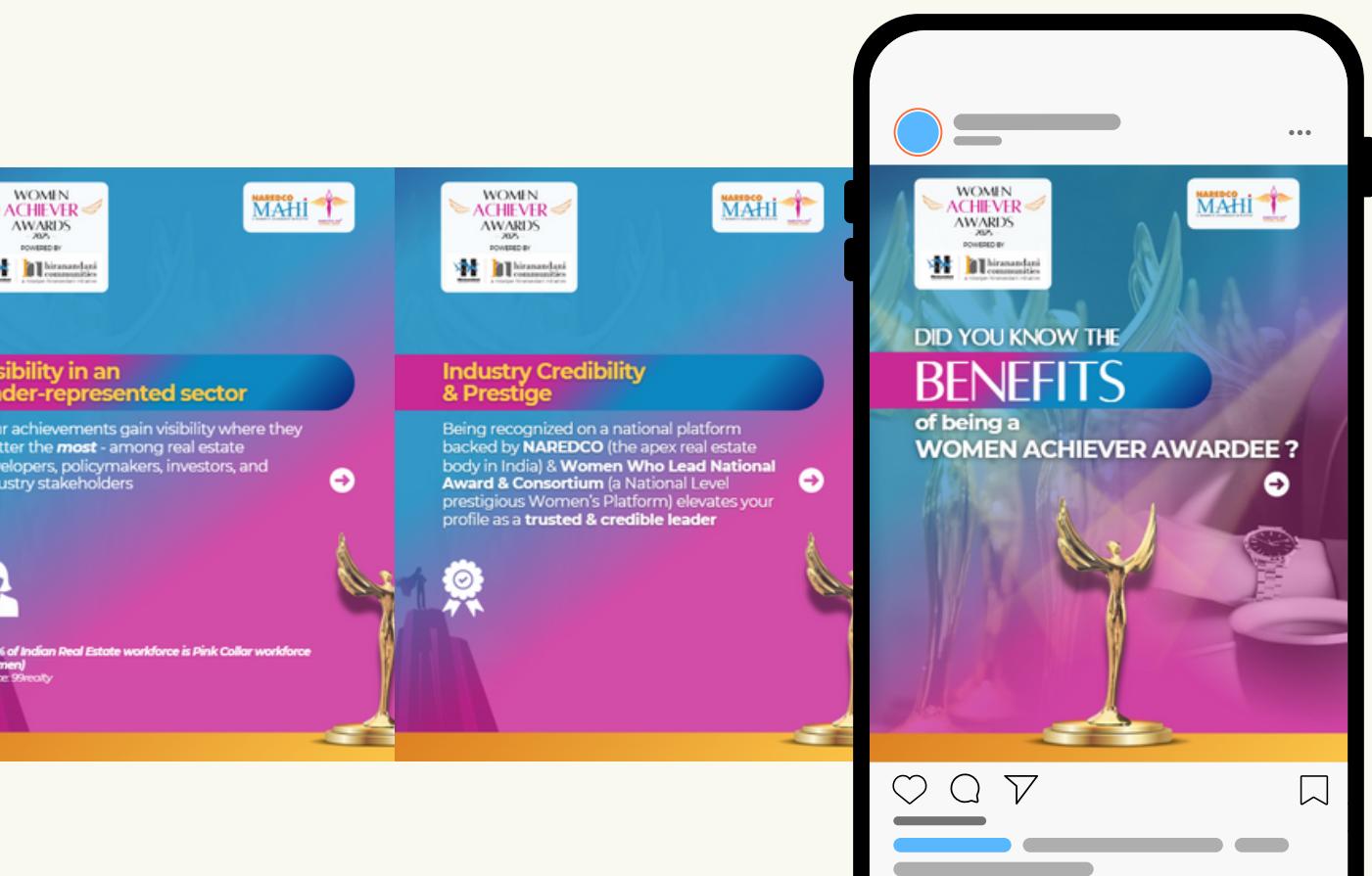
The Approach



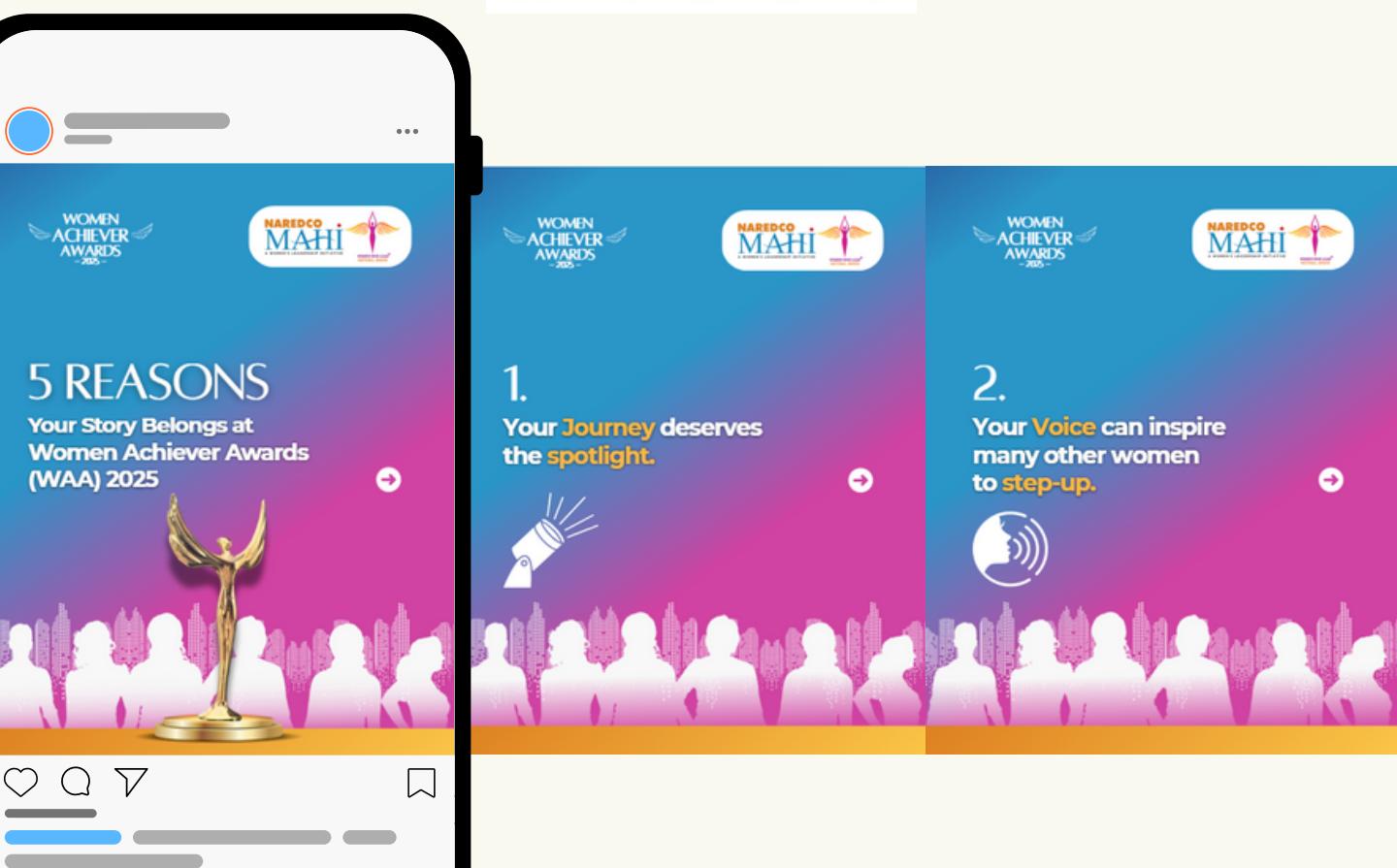
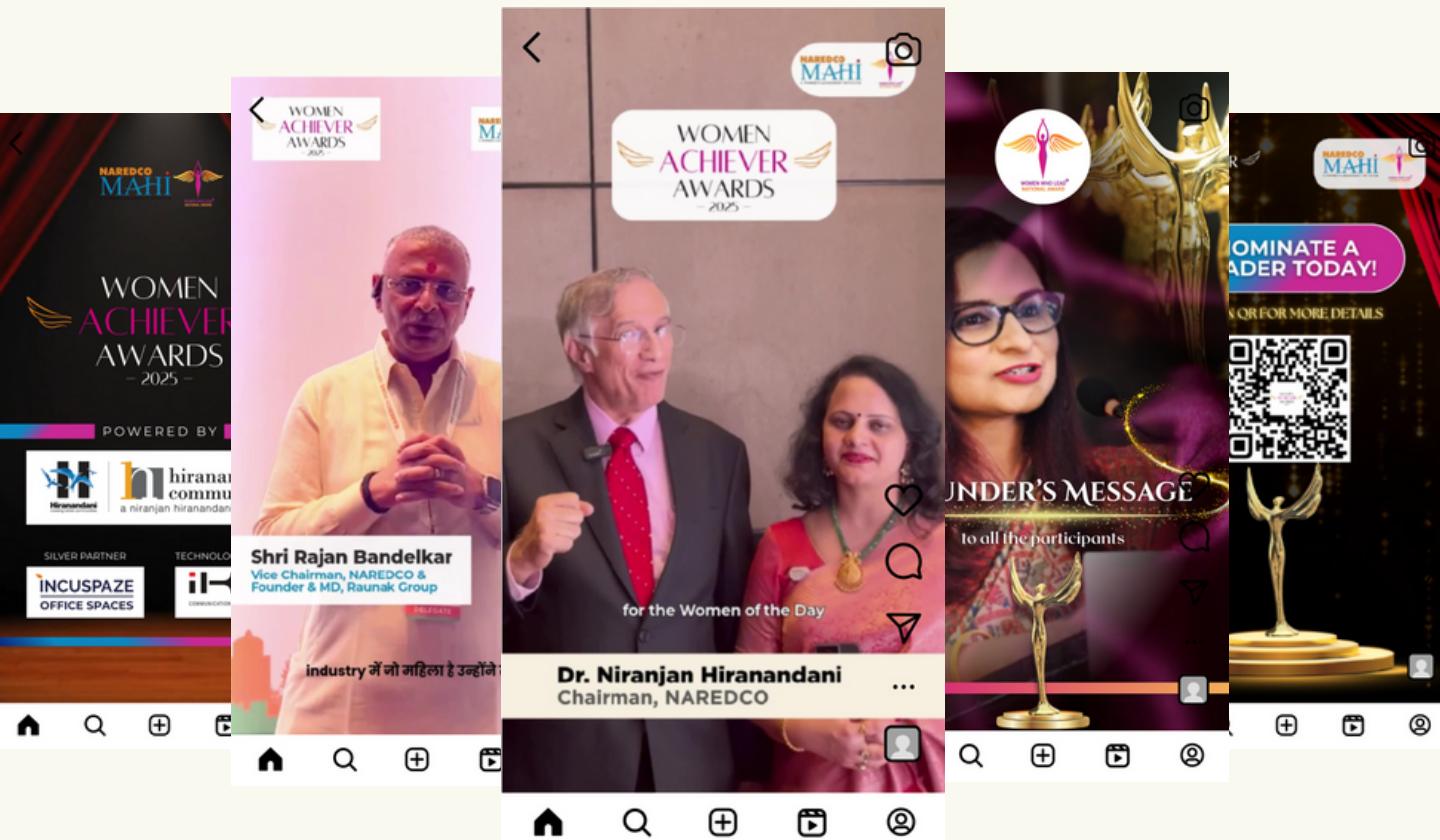
LAUNCH GRID 9 X 9 (TOFU)

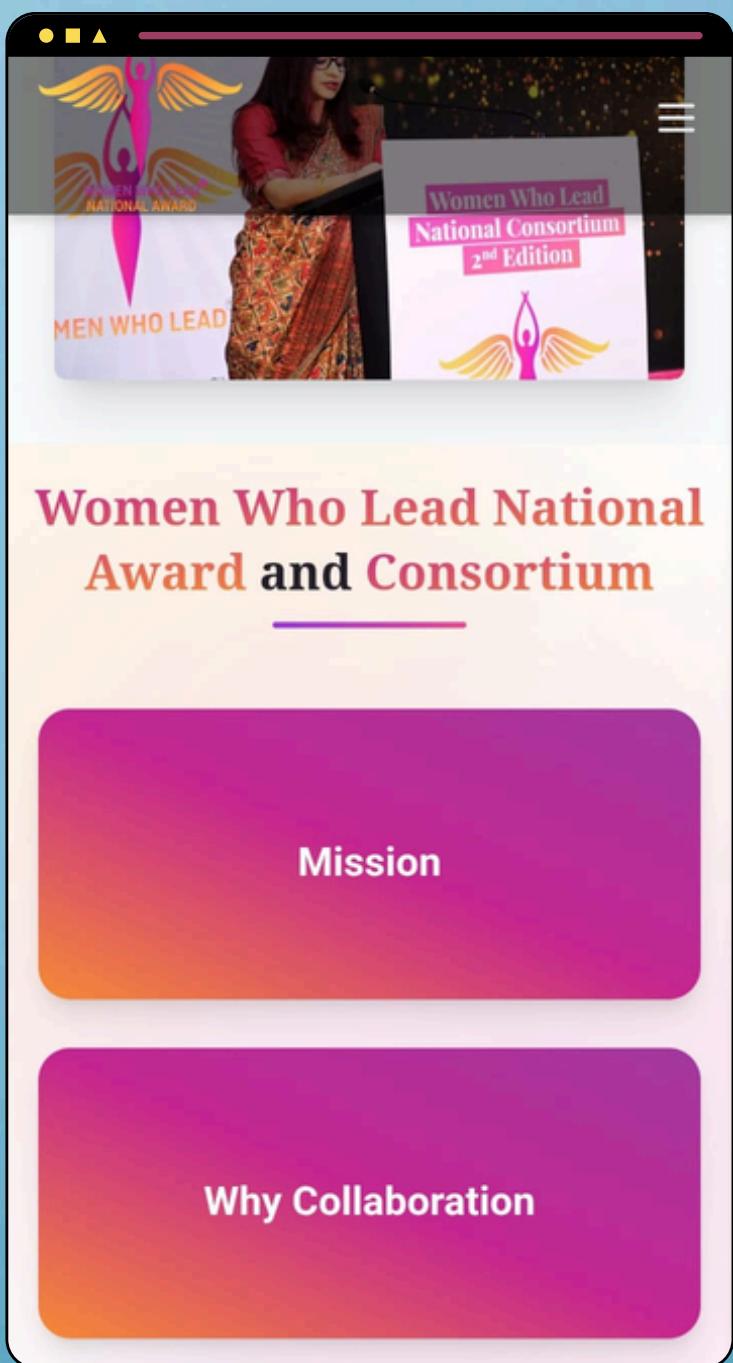


STORYTELLING CAROUSELS (TOFU-MOFU)



INVITATION BY DIGNITARIES, AWARD SPOTLIGHT SERIES, DIRECT CTA REELS (MOFU-BOFU)





Refreshed Brand's
Website Design, Profile,
Collaterals, Print assets,
Audio-Visual for YT

& also led entire brand refresh for



Clearer, Stronger, &
Ready for scale.



Brand refresh
& GTM Strategy

Creative Direction

Content & Collateral
Production

ESTABLISHING JOINT DIGITAL
PRESENCE FOR BOTH ORGS

CLEARER POSITIONING +
VISIBILITY

so, in short
MY ROLE



& IMPACT...

End-to-end
Digital Execution

Visual Storytelling

Mgmt +Analysis
& Optimization

CAMPAIGN AWARENESS +
ENGAGEMENT

REPEATABLE CAMPAIGN
STRUCTURE FOR FUTURE EDITIONS



2. FANZO SPORTS BAR, TEXAS

**BRAND
REFRESH +
SOCIAL MEDIA.**

The Challenge :

Client only had brand kit. Their Social Media & other marketing contents were scattered & fragmented. Low quality creatives & visuals. No brand storytelling/social media strategy. Less visually appealing menu cards. Little to No campaigning.

The Context

As a sports bar based out of Texas, Fanzo had strong in-bar energy but lacked a cohesive digital look. Their menu, social feed, and promotional visuals felt disconnected, making the brand appear less premium than the actual experience.

so, what did the
brand need?

- A fresh look
- Consistent messaging
- Better storytelling
- Aligned content across all platforms
- Seasonal, high-energy creatives

SO, I SAT DOWN WITH FANZO'S OWNER, IDENTIFIED THE GAPS & CAME UP WITH >

BEFORE ME :

<h1>FANZO</h1> <h2>HAPPY HOUR</h2>	
Monday – Friday 3 PM – 7 PM	
Bold Flavors. Big Vibes. Better Prices.	
DRINKS	FOOD
\$5 Signature Cocktails	\$7 Happy Hour Bites
Fanzo Margarita Roughrider Smash Green Goddess Strawberry Sangria Pink Starburst	Bang Bang Chicken Corn Fritters Chicken Lollipops Chicken Quesadilla Fried Cauliflower Fried Pickles Fries/Spicy Fries Sliders Spicy Corn Dip Spicy Queso Dip Spicy Peanuts Crispy Chickpeas Texas Trio Vegetable Tempura
\$4 Draft Beers (16oz)	\$2 Fast Break Taco
Coors Light Michelob Ultra Miller Lite Shiner Bock	Chicken Brisket
\$5 Alcohols & Spirits	\$10 Wings (6 count)
Crown Royal Ketel One Deep Eddy Titos	\$6 House Wines
\$6 Premium Draft (16oz)	\$3 Bottled Beers (Domestic)
• Weekly Rotating Imports Seasonal IPA Hefeweizen	\$3 Wells

Brunch Menu	
BENEDICT \$13.50	
Poached Eggs, Toasted English Muffin, Hollandaise Sauce and Greens with Smashed Potatoes and Mushrooms. Served with Fruit or Country Potatoes.	
BOURBON FRENCH TOAST \$14.50	
Brioche Bread, Blueberry Jam, Whipped Cream, and Berries. Served with Bacon or French Fries.	
BLUEBERRY PANCAKES \$14.50	
Fluffy Pancakes, Whipped Cream, Blueberry Jam, Sugar Dust and Berries. Served with Bacon, Sausage or Fruits.	
FANZO FRIED CHICKEN & WAFFLES \$16.95	
Black Pepper Gravy, Maple Syrup and Fruits.	
SOUTHERN FRIED CHICKEN & GRAVY \$16.95	
Seasoned Fried Breast Meat, Biscuits & Gravy, 2 Eggs of Choice and Country Potatoes.	
FRIED EGG SANDWICH \$14.50	
Fried Egg, Avocado, Cheddar Cheese on a Whole Wheat Bun. Served with Fruits or Fries.	
BREAKFAST TACO \$8.25	
2 Tacos, Scrambled Eggs, Cheddar Cheese, Salsa and Pico De Gallo.	
HOUSE BISCUITS & GRAVY \$12.50	
Homemade Biscuits with Gravy.	
AVOCADO TOAST \$12.50	
2 Slices of Multigrain Toast with Mashed Avocado and Sunflower Seeds.	
HUEVOS RANCHEROS \$16.95	
Eggs, Corn Tortillas, Black Beans, Queso fresco, Pico De Gallo, Lime, Sour Cream and Country Potatoes.	
FARMER'S OMELETTE \$14.50	
Tomatoes, Onions, Peppers, Mushrooms and Cheddar Cheese. Served with Country Potatoes and Toast.	
TEXAS OMELETTE \$17.95	
Sausage, Tomatoes, Onions, Peppers and Cheddar Cheese. Served with Country Potatoes and Toast.	
BELGIAN WAFFLE \$14.50	
Belgian Waffle, Whipped Cream, Sugar Dust and Berries. Served with Bacon, Sausage or Fruits.	
Kids Menu	
KID FRENCH TOAST \$7.95	
Brioche bread, blueberry jam, whipped cream and berries. Served with bacon, one sausage, or fruits.	
KID BREAKFAST \$8.95	
One Egg Scrambled, Toast, Country Potatoes & (1) Sausage.	
FANZO CAKE \$7.95	
Fluffy Pancake, Whipped Cream & Sugar Dust. Served with Choice of One Bacon, One Sausage or Fruits.	
<small>*Consuming raw or undercooked Meats, Poultry, Seafood, Eggs or Unpasteurized Milk May Increase Your Risk of Foodborne Illness</small>	
Choice of Eggs	
SUNNY SIDE UP (1 Egg)	\$3.25
FRIED EGG (1 Egg)	\$3.25
SCRAMBLED (1 Egg)	\$3.25
Sides	
COUNTRY POTATOES	\$4.25
PORK SAUSAGE	\$4.25
CHICKEN SAUSAGE	\$4.25
BACON	\$5.25
FRUIT CUP	\$4.25
WHITE GRAVY	\$4.25
GRITS	\$4.25
AVOCADO	\$4.25
Cocktails	
MIMOSA FLIGHTS \$20.95	
BLOODY MARY BAR \$10.50	
BLOODY MARY \$6.25	
JUICE \$6.25	
(Orange, Guava, Strawberry, Mango)	
Delicious Beverages	
Fresh Orange Juice \$5.25	Con Panna \$5.25
Drip Coffee \$4.95	Cappuccino \$5.25
Hot Tea \$4.50	Espresso \$4.95
Iced Tea \$4.25	Americano \$5.25
Lemonade \$4.25	Bottomless Coffee \$5.25
Latte \$3.95	Root Beer \$5.25
Cortado \$3.25	Milk \$4.25
<small>thank you for your Business!</small>	
www.jessapsporterbar.com	

PREVIOUS MENU & SOCIAL CREATIVES



AFTERME:

The image shows the back cover of a restaurant menu. The top half features a red background with white text and graphics. It includes a large stylized 'F' logo with a star, the text 'Welcome to the Arena', and the words 'dinner menu'. Below this is the slogan 'Taste. Toast. Play.' and the address '5977 Preston Rd Retail Building 1, Suite 100, Frisco, Texas'. The bottom half has a yellow background with black text and graphics, including QR codes for social media and a website, and a small map icon.

REDESIGN YOUR MENU RE-DESIGN, EVENT SPECIFIC MENUS WITH CLEAR TAGLINES + CTA , LIVELY VISUALS

GAME DAY
menu

FOOD

- Cocktail Samosa 8.00
- Burger Sliders 12.00
- Turkey Sliders 10.00
- Street Style Tacos 10.00
 - Chicken
 - Brisket
- Flatbreads 12.00
 - Mediterranean
 - Roasted Veggie
 - Southwestern
- Falafel Bites 10.00
- Cashewnut Hummus Platter 12.00
- Loaded Nachos 12.00
 - Brisket
 - Chicken
 - Black Beans
- 15.00

COCKTAILS

- Fanzo Margarita 8.00
- Ranch Water 8.00
- Old Fashioned 8.00
- Paloma 8.00
- Fresh Mule 8.00

SHOTS

- Green Tea 5.00
- Lemon Drop 5.00
- Jägerbomb 5.00
- Fireball Shot 5.00
- House Tequila Shot 5.00
- White tea 5.00
- Tequila Shot (Patron Silver) 10.00

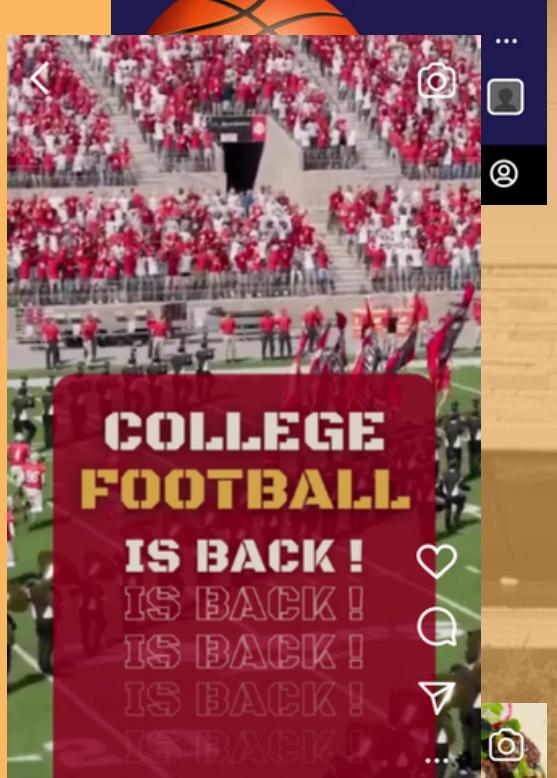
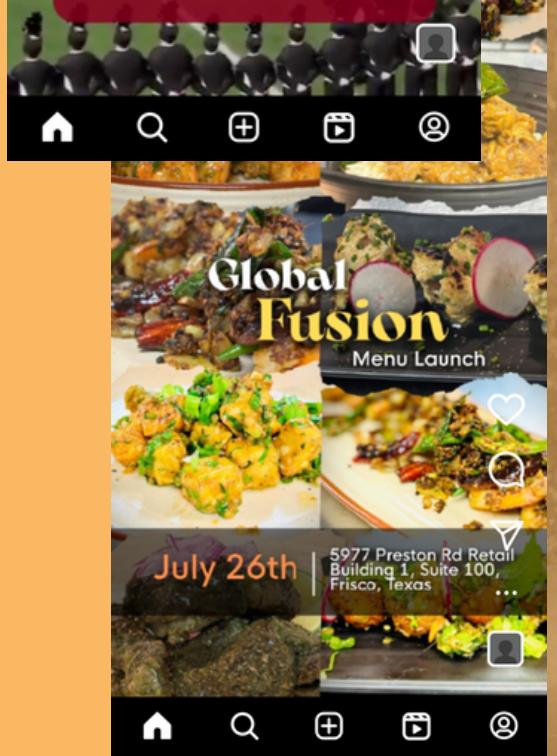
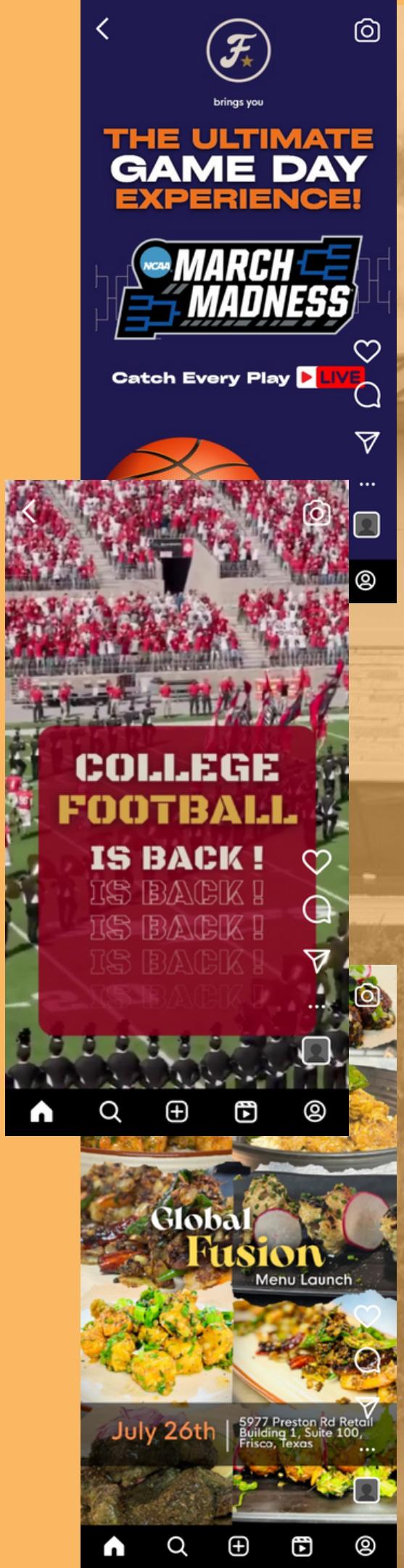
FEATHER-FLAG BRANDING



HAPPY HOUR
& WEEKLY
CREATIVES

EVENT/
CAMPAIGN
SPECIFIC
GRIDS &
REELS

Three Instagram grid looks are displayed. The first is for St. Patrick's Day, showing green cocktails. The second is for "See you on March 15th", featuring a green beer. The third is for an "ANNIVERSARY CELEBRATION" on March 15th, showing a green drink and a banner.



FRONT #1



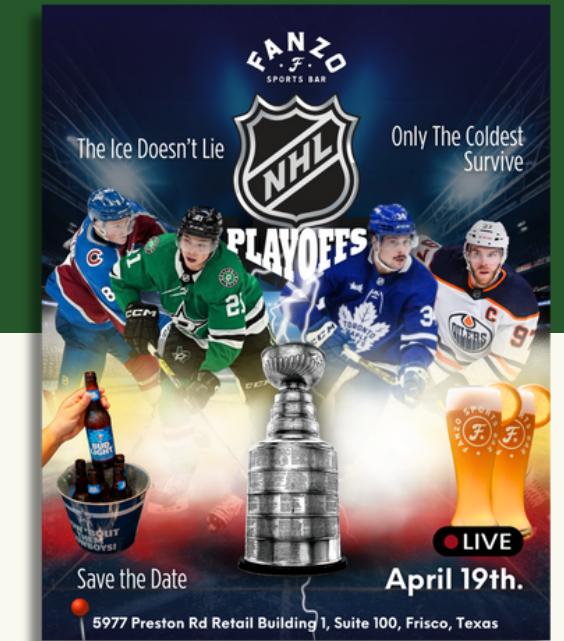
MY ROLE



Brand Refresh • Creative Direction • Content Strategy
Menu Design • Social Templates • Campaign Concepts
Video/Ad Assets • Competitor Benchmarking

& IMPACT...

Consistency • Visibility • Clarity
Brand Elevation • Scalability



3. ANAROCK RETAIL, 2021-2024

DIGITAL
PRESENCE.
DECK SYSTEMS.
LAUNCH OF 'RELEAP'.

The Challenge :

ANAROCK Retail needed a clearer digital presence, stronger communication systems, and a unified way to present insights, decks, and market narratives. There was no flagship identity for retail insights and little to no consistent visual or messaging system across social.

The Context

Since 2021, ANAROCK Retail's communication was fragmented across LinkedIn posts, standalone client decks, and unstructured market documents.

With the brand growing rapidly across multiple cities in India,
they needed:

- A consistent digital voice
- Aligned presentation systems
- Clarity in retail storytelling
- Standardization across teams and regions

SO, I DESIGNED THE DIGITAL LANGUAGE OF ANAROCK RETAIL (2021-2024)



RELEAP (2023-24) : The Launch

DEVELOPED THE NAME
“RELEAP”
(FROM RETAIL LEASING SNAP + THE
IDEA OF “TAKING A LEAP” POST-
COVID DOWNTURN)



CRAFTED CORE NARRATIVE
(PROGRESS, RESILIENCE, FORWARD
MOVEMENT)



BUILT SIGNATURE
BRAND ELEMENTS



DESIGNED THE COMPLETE
H1 2023 & H2 2024 REPORT

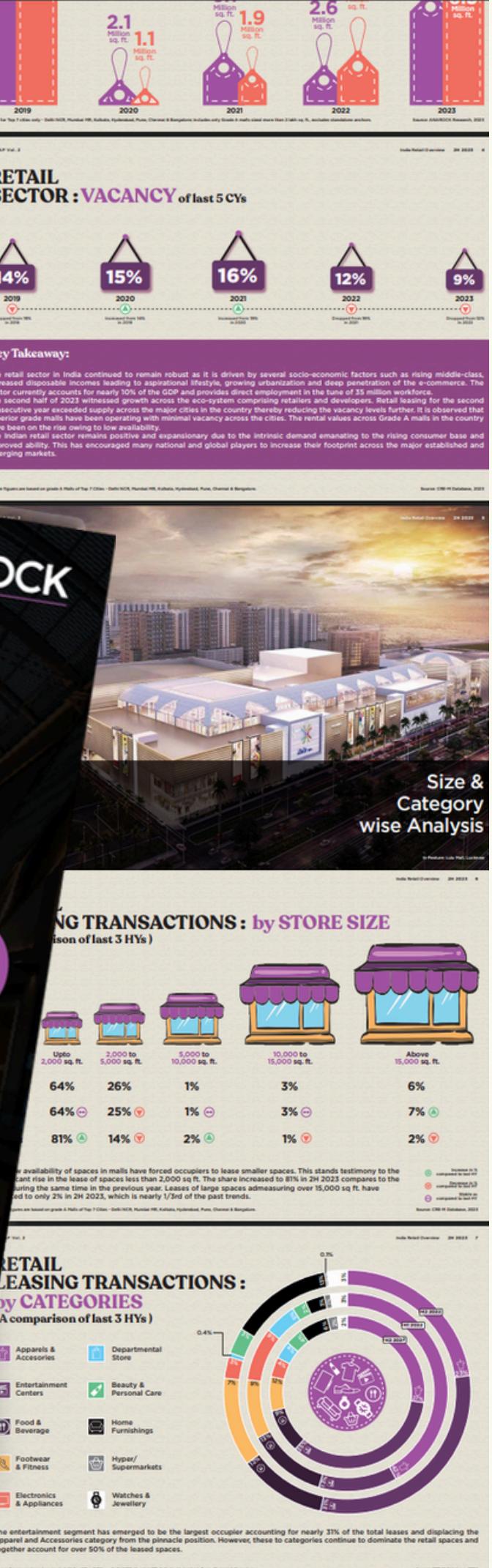
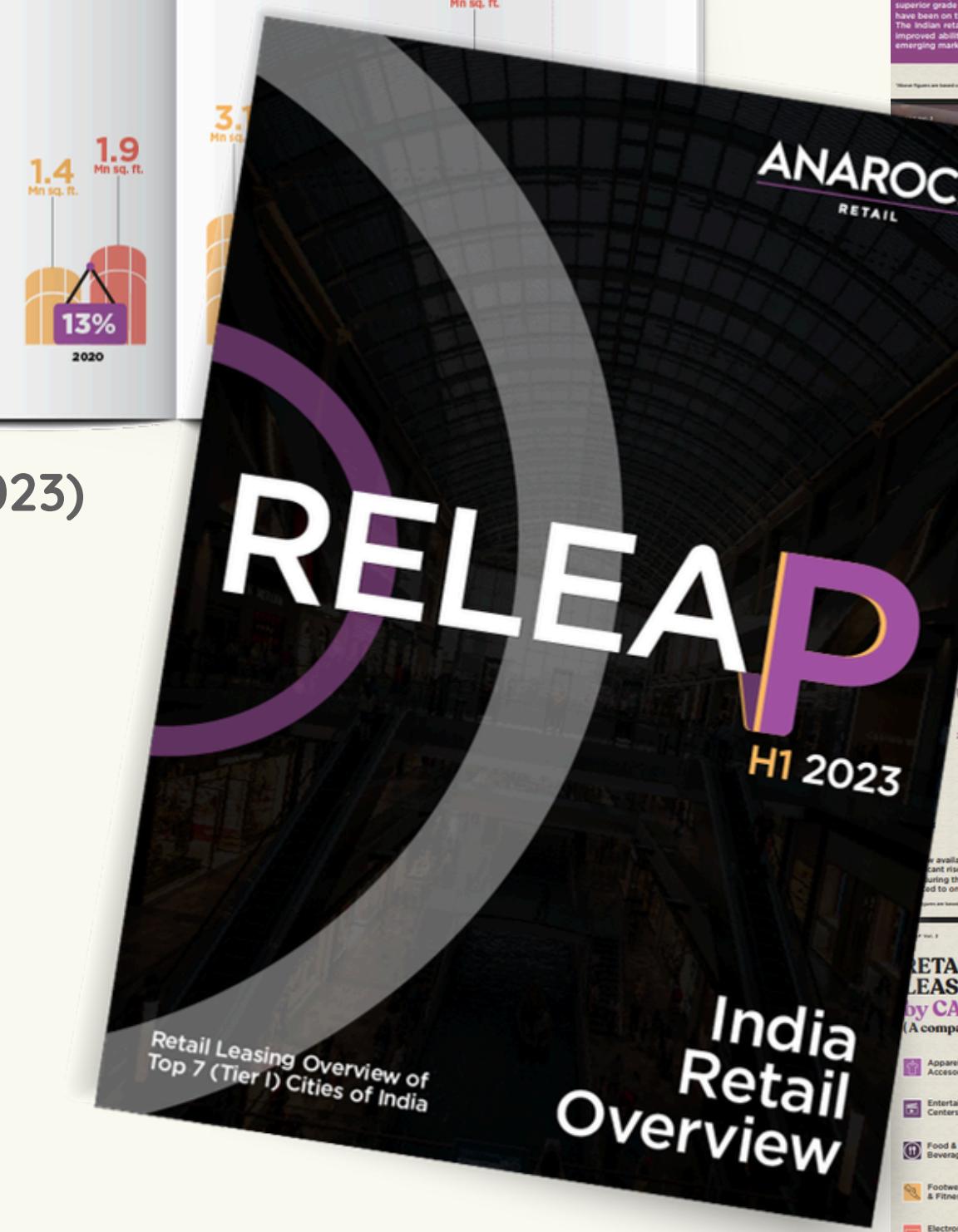
REVISITED H1 VERSION BASED ON
PERFORMANCE + FEEDBACK



CREATED LAUNCH ASSETS
FOR LINKEDIN + INTERNAL USE



RELEAP H1. (2023)

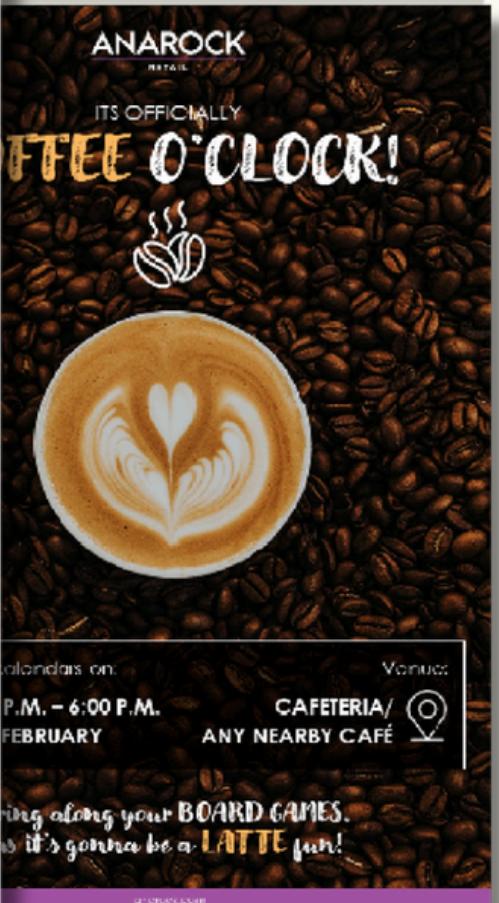
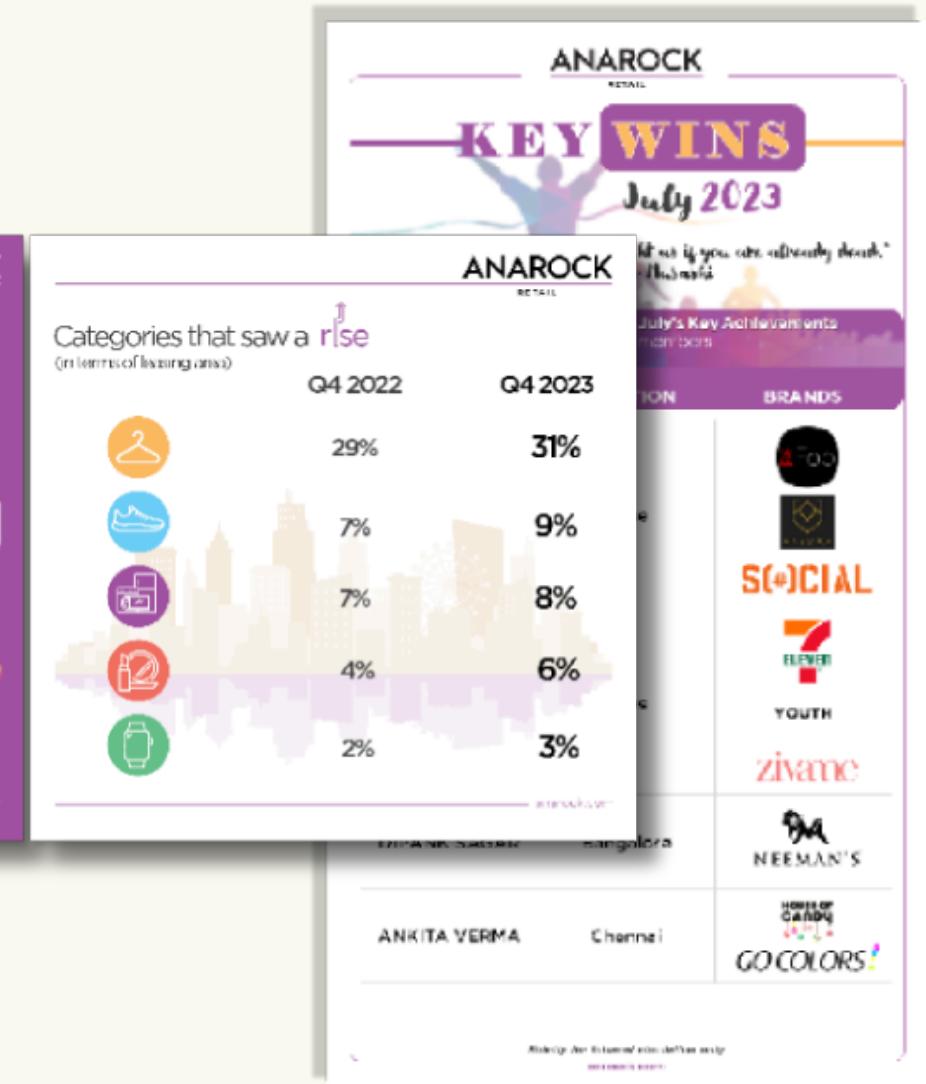


RELEAP H2. (2024)

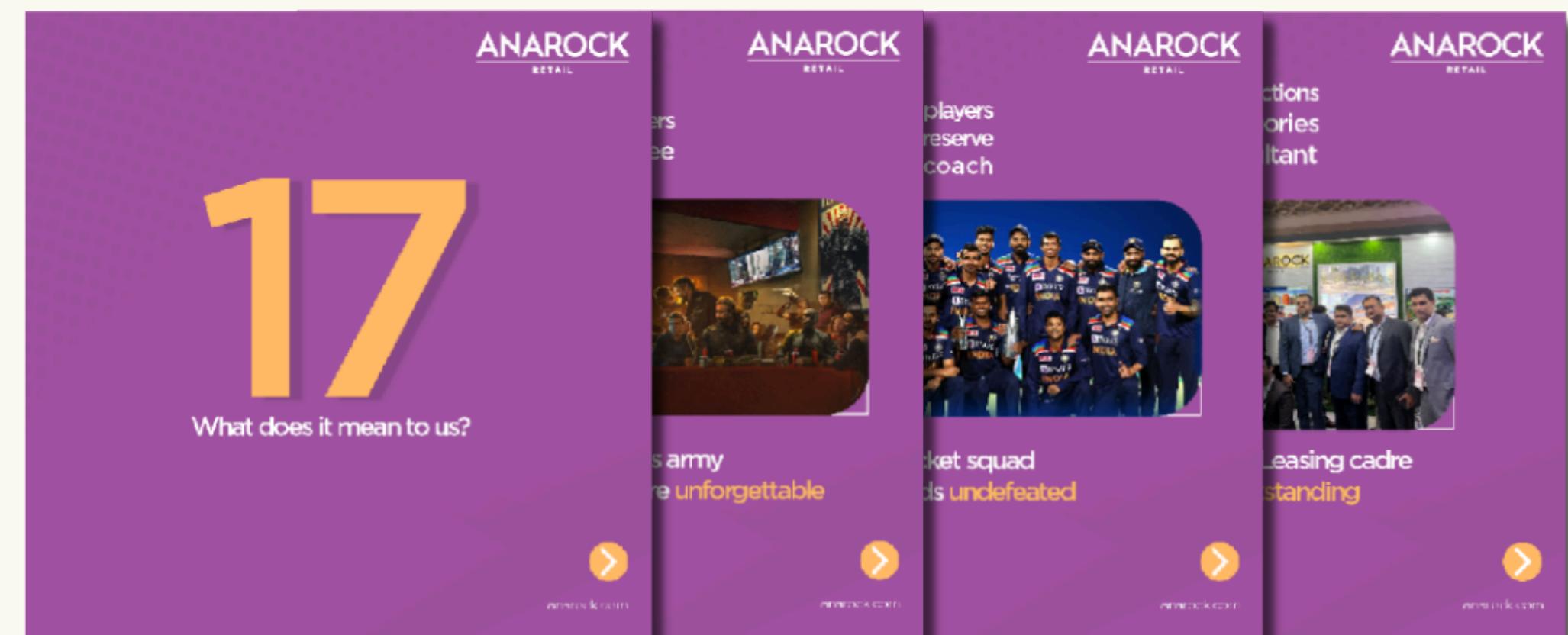
DEVELOPED
THEIR DESIGN
LANGUAGE
FOR EVENT &
CAMPAIGN
SPECIFIC
CREATIVES



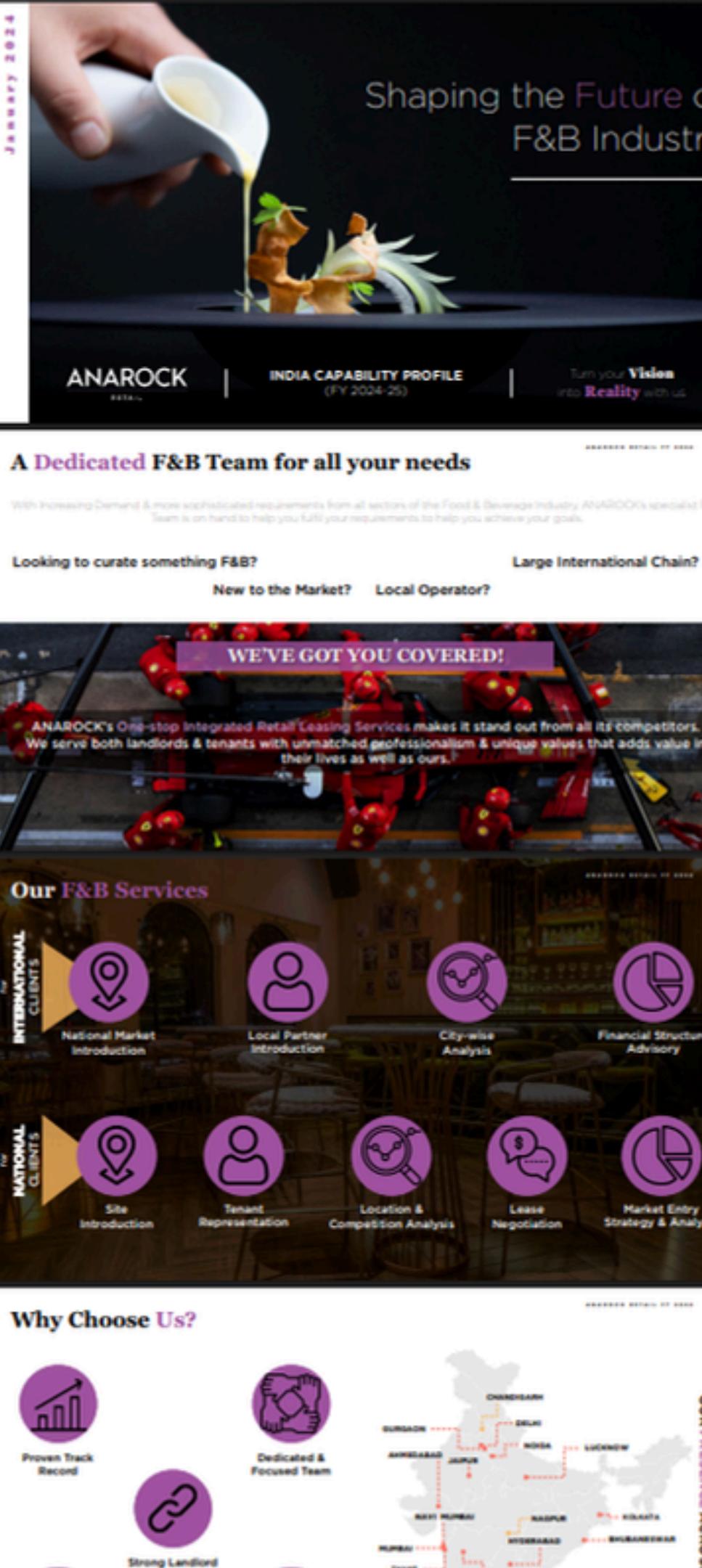
MARKET INSIGHTS & EMAILERS



TRANSACTION WIN CAMPAIGNS



& LASTLY, DEVELOPED THEIR CLIENT PITCH SYSTEMS



MY ROLE

BRAND COMMUNICATION STRATEGY • CREATIVE DIRECTION SOCIAL
IDENTITY REFRESH • DECK DESIGN SYSTEMS
MARKET REPORT DESIGN (H1 & H2) • DATA STORYTELLING
& CROSS-TEAM ALIGNMENT

& IMPACT...

From digital presence to a flagship insight report—
i shaped ANAROCK Retail's communication system
end to end.

it's time
for a break?

(Naah, Took up a few Social Media Projects Independently) ➤

OQULUMM ARTISTRY, HYDERABAD &
DAILY BELLY, PUNE
(2024-2025)

SOCIAL MEDIA BRANDING.

Same Issue:

“We have a social media page,
but nobody understands who we
are or what we do”

The Gap

I partnered with early-stage brands across F&B, Real Estate and Art Installations to build on their digital/social media identity.

Most clients came to me with the **same challenge**:

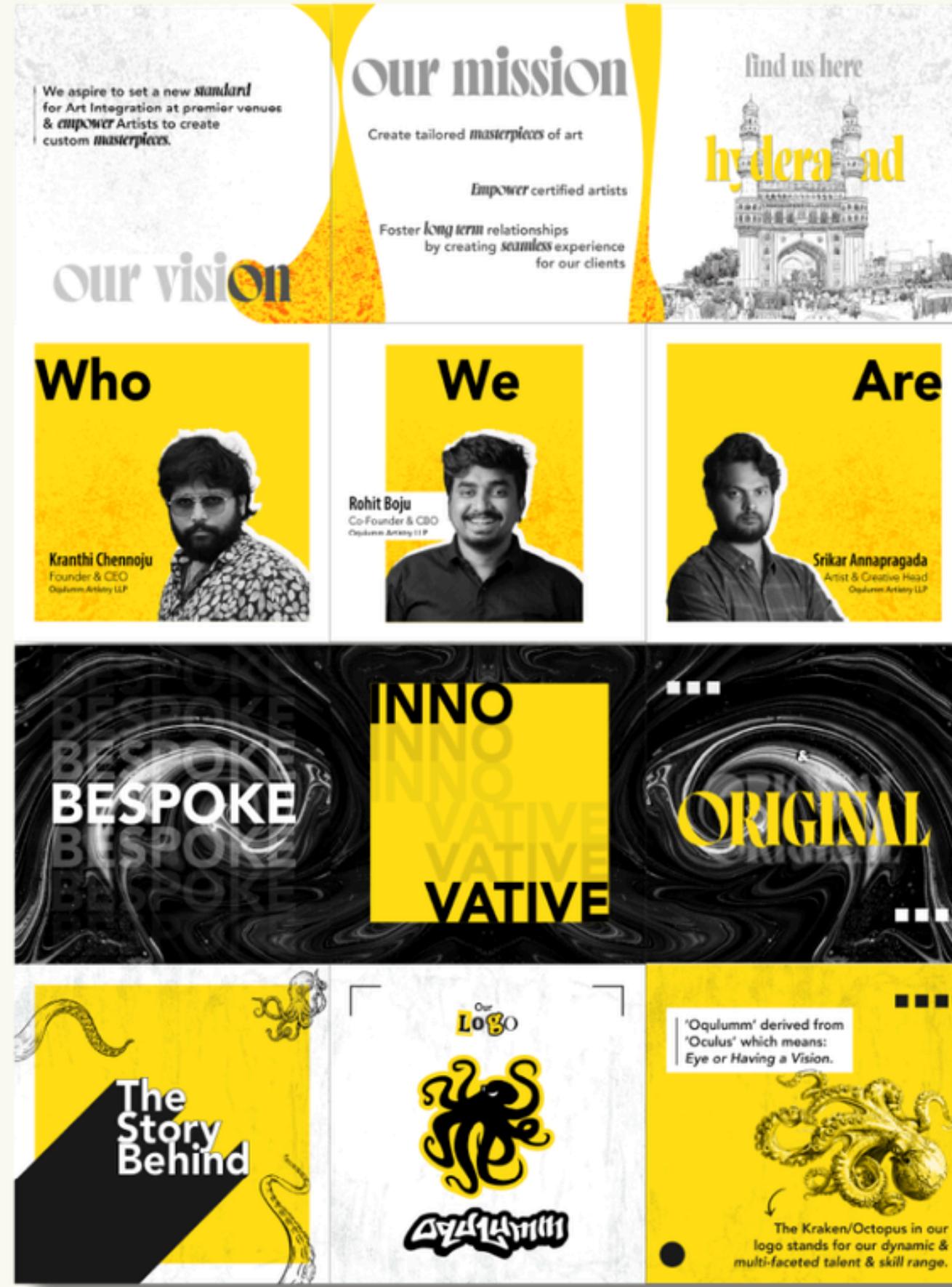
“Rahini, we have a social media page, but nobody understands who we are or what we do.”

I helped each brand find **clarity, build its story**, and **communicate it through consistent design + strategy**.

My approach
was simple yet solid.

BRAND SURVEY → GAP IDENTIFICATION → COMPETITOR BENCHMARKING →
VISION & POSITIONING → CONTENT PILLARS → MONTHLY CALENDAR →
CONTENT PRODUCTION → OPTIMISATION

OQULUMM ARTISTRY



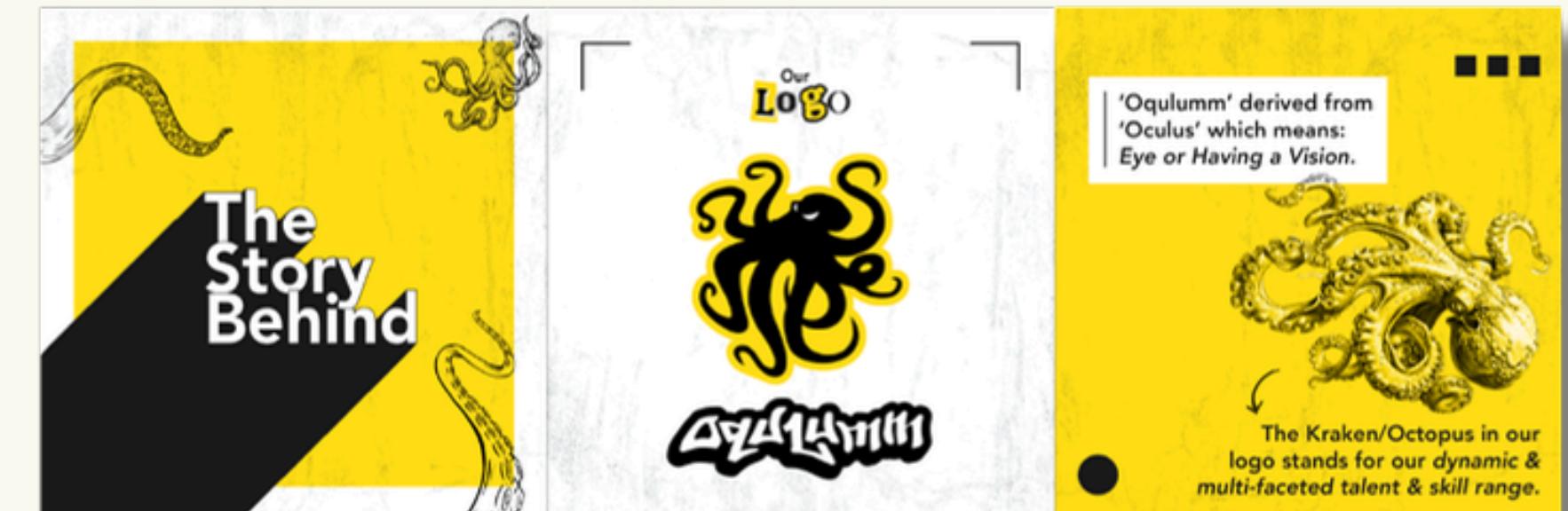
ENHANCED FEED GRID



SHOWREELS



THE STORY BEHIND THEIR LOGO



2024

2024

2024

YEAR

2024

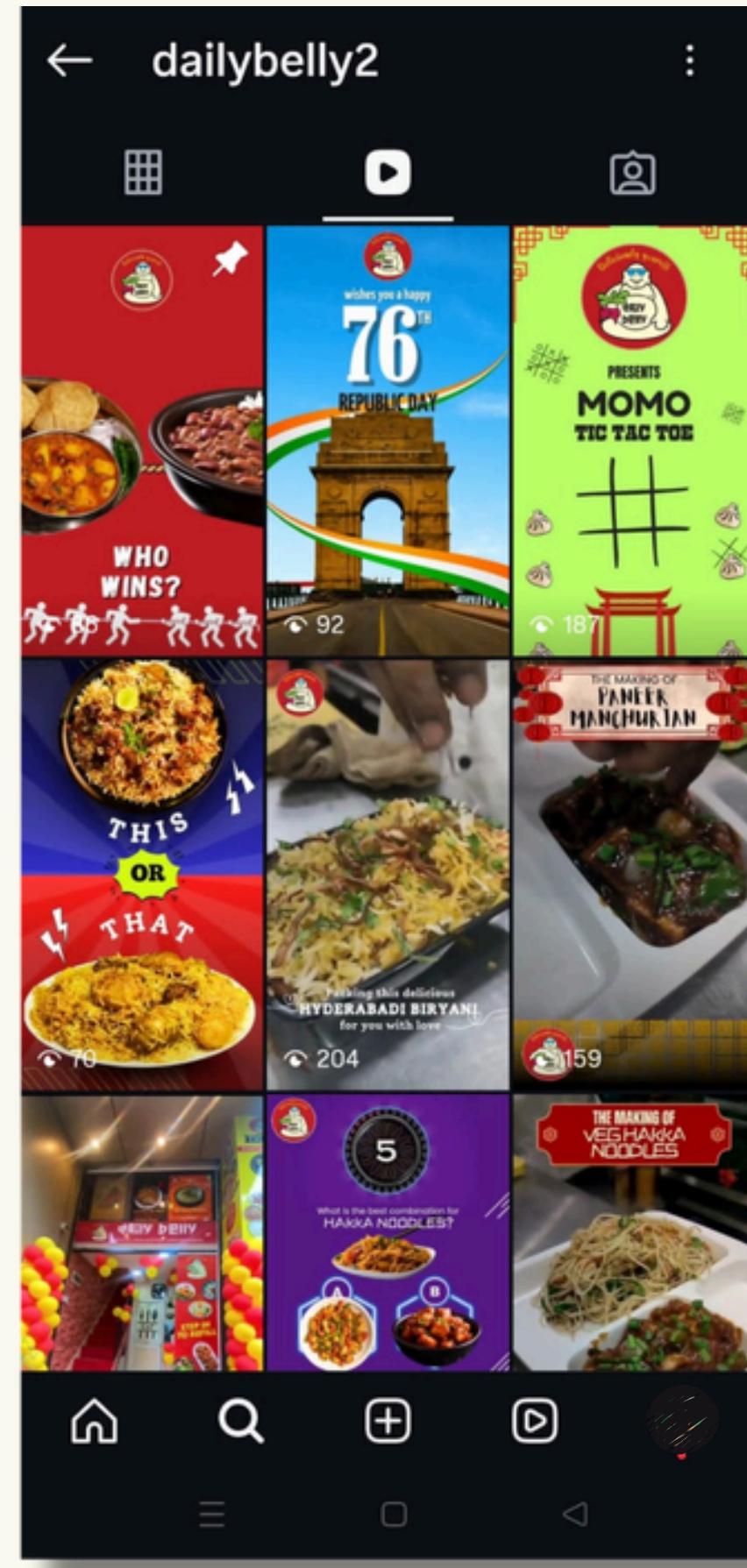
2024

2024

2024



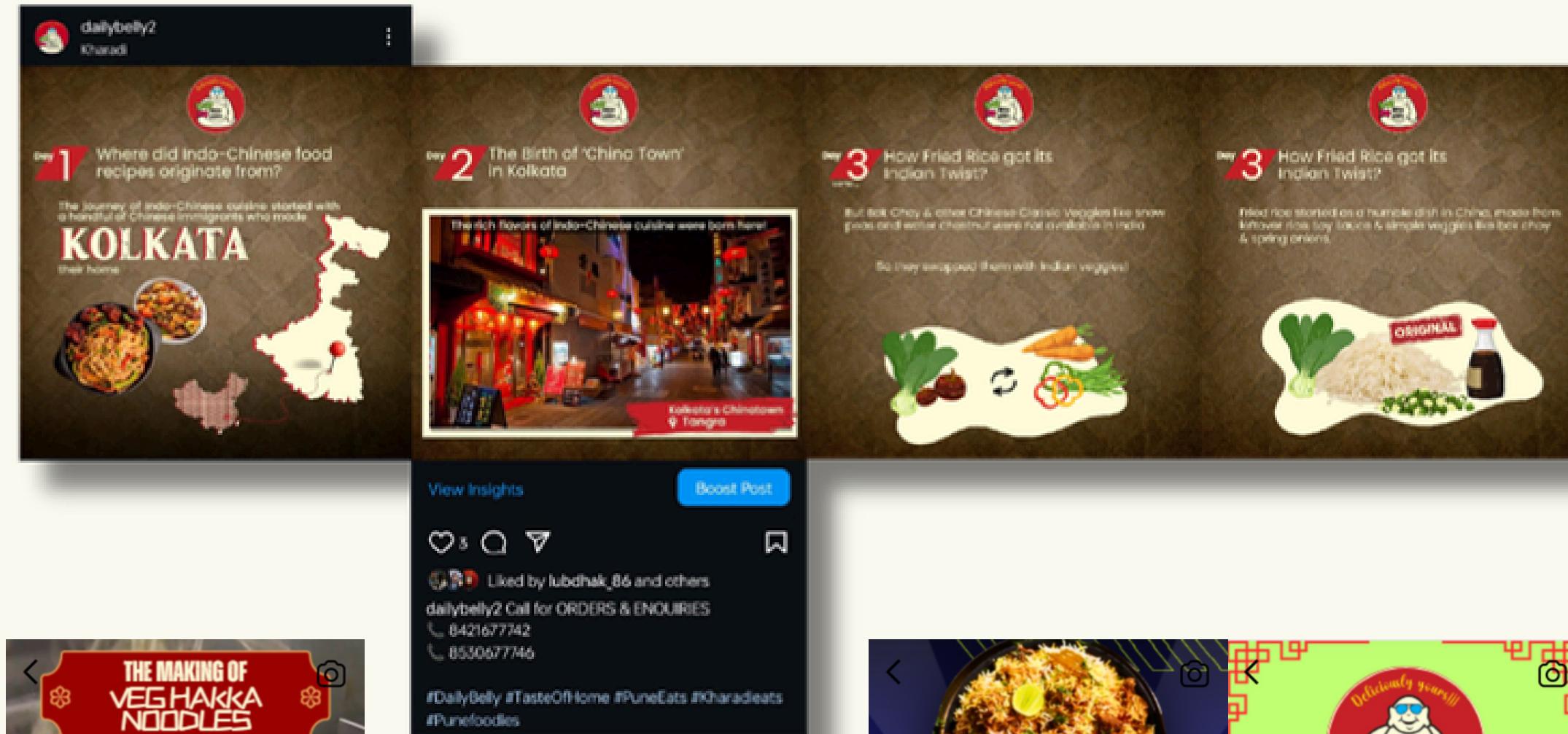
DAILY BELLY



VISUAL
APPEAL
OF THE
FEED



MORE FUN
FOOD REELS,
PLEASE?



▼ 'INDO-CHINESE' CAMPAIGNS FOR THE FOODIES



to wrap it up...

Design + Strategy = Direction.

IF MY WORK SPEAKS YOUR LANGUAGE,
LET'S CONNECT

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 rahini1banerjee@gmail.com

