

NANDINI GARG

MARKETING AND COMMUNICATION

WORK EXPERIENCE

MARKETING CONSULTANT

APRIL 2019 - PRESENT

- Working as a consulting partner to formulate brand communication & marketing strategies for brands.
- These include brand development, content strategy, social media, digital marketing and website development.

DEPUTY MANAGER- BRAND COMMUNICATION

House of Anita Dongre | May 2017- April 2019

- Lead for all brand communication, marketing communication, creative ideation and advertising campaigns for women's western wear brand AND.
- Worked closely with Anita Dongre and AD management team in making key decisions on branding and growth of the western business line.
- Responsible for developing the annual digital and offline communications strategy each year. Led the digital follower growth of the brand by 150%.
- Made the brand relevant with a younger demographic by shifting 30% revenue to a younger demographic.
- Built the brand imagery across 360-degree communication platforms for 2017, 18 and 19 campaigns.
- Lead influencer marketing initiatives for the brand and created the #ANDIRISE series.
- Responsible for signing off on content creation for campaigns, social media, website, paid media ads, PR and look book.

MANAGER BRAND SOLUTIONS

DDB Mudra Group | FEB 2017- MAY 2017

- Managed digital communication for Johnson&Johnson India.
- Handled the digital launch campaign for Stayfree XLUT and overlooked the TVC.

ASSISTANT ACCOUNT MANAGER

Interactive Avenues | NOV 2015 - NOV 2016

- Managed commercial and automobile portfolio for Mahindra Auto.
- Developed & Implemented digital media plans for social media, search along with the creative strategy.
- Lead the media launch for TUV300, Imperio & KUV100,
- Managed digital campaigns for Bolero, Scorpio, Thar, TUV300, XUV500, Imperio, Supro Maxxi Truck and Mahindra Adventure.

ACCOUNT EXECUTIVE

BC WebWise | MAY 2014 - MAT 2015

- Managed digital portfolio for HUL corporate, Ponds, Sunsilk, Elle 18 and Lipton.
 - Created social media plans, website content, development websites and applications and lead blogger collaborations.
 - Worked extensively on developing websites for Elle18, Heinz corporate, VIP innerwear, Lipton, Ponds BB cream & HUL corporate,
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PROFESSIONAL SKILLS

Social media strategy
Communication Strategy
Marketing
Branding
Brand Story-telling
Website development
Content Strategy
Project management
Brand Marketing

CONTACT

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SOCIAL

INSTAGRAM

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EDUCATION

Xavier Institute of Communications

Post Graduate Diploma in Advertising
and Marketing Communications
2013-2014

University of Pune
Bachelors in Business Management
(International Business)