

RESUME

GLOBAL CREATIVE [SANJEETA SAHA]

COPYWRITER, SOCIAL MEDIA MANAGER, SCRIPTWRITER, CAMPAIGN MANAGER - YOU NAME IT, SHE DOES IT. WITH EXPERIENCE ACROSS SECTORS FROM FASHION, LIFESTYLE, HOSPITALITY AND PERSONAL CARE TO PHARMA AND HEALTHCARE, I BRING FRESH PERSPECTIVES AND COMPELLING IDEAS NO MATTER WHAT YOU WANT TO CAPTURE YOUR CUSTOMERS' HEARTS WITH.



WORK EXPERIENCE

ZALANDO SE 2022-NOW

→ *Global creative*

Co-creating a new B2B brand identity for Zalando's Partner-facing offerings and services.

22 FEET TRIBAL INDIA 2019-2020

→ *Senior content manager*

Leading digital content creation for brands across the spectrum

SOCIAL PANGA 2018-2019

→ *Social media manager*

Managing social media content creation for brands in fashion and lifestyle

BURSON COHN & 2016-2018

WOLFE

→ *Media outreach specialist*

Managing public relations for brands in pharma, healthcare and lifestyle

TARGET CORP 2014-2015

→ *Merchandising specialist*

Manage housewares brands for Target's online store in the US

EDUCATION

MIAMI AD SCHOOL EUROPE OCT 2020

→ *Postgraduate diploma in advertising* \ SEPT 2022

XAVIER INSTITUTE OF JULY 2015

COMMUNICATION \ APRIL 2016

→ *Postgraduate diploma in public relations and corporate communications*

CHRIST UNIVERSITY JUNE 2011

→ *BA in Journalism, Psychology and Literature* \ MAY 2014

LANGUAGES

English ● ● ● ● ●

German ● ● ● ○ ○

SKILLS

Copywriting

Scriptwriting

Video production

Ideation & concept

Social media strategy

Brand strategy

Design Thinking

SANJEETA SAHA