



Aarushi Saxena

DIGITAL MARKETING & CONTENT STRATEGIST, WRITER

“I am a storyteller and strategist with 6 years of experience in scaling start-ups and small businesses. My creative writing concepts are fueled by an inner empathy. So I leverage these strong narratives, and turn functionality into emotional experiences - hence creating loyal customers. I live by my content calendars and believe in a research-first approach. While I have always gladly risen to the occasion to lead small teams, I am also ever-ready to learn from peers and mentors at the next opportunity.”

CONTACT

+39 380 782 2714 /
+91 991 618 6914
emailaarushisaxena@gmail.com
Milan, Italy / Bangalore, India

PORTFOLIO

www.the-precrastinator.com
IG: @aa.rushi.saxena

PROFESSIONAL SKILLS

- Customer Journey Mapping
- Creating Editorial Calendars
- SEO Research & Optimization
- Email Marketing & Automations
- Social Media Management
- Analysis & Marketing Reports
- Creative Content Writing
- Website/E-commerce Front-end

STRENGTHS

- Intuitive Empath
- Team Management Skills
- Organisation & Planning
- Inter-personal Communication
- Goal-Oriented

SOFTWARES & TOOLS

Adobe Indesign, Photoshop, Meta Business Manager, Shopify, Google Analytics & Ads, Wordpress

EDUCATION

M.A. Fashion Management
DOMUS ACADEMY, MILAN
August 2017 - July 2018

B.Des Marketing Communication
NIFT, BANGALORE
July 2012 - May 2016

High School, CBSE
CMR NATIONAL PUBLIC SCHOOL
2006 - 2012

EXPERIENCE

Digital Marketing & Content Consultant

DAAT CONSULTING

September 2021 - present

Consulting on brand digital and content strategy for D2C brands like Blue Taste Bowls, Dondi Home etc

Lead Digital Marketing & Content Strategist

PERMANO CARE

May 2020 - present

Managing website content and e-commerce shopping experience using Shopify tools
Created a complete email marketing automation journey + content for newsletters on ActiveCampaign
Planning of quarterly marketing strategy for paid social media ads: Meta, Instagram, Google
Implemented digital campaigns for launch of new handcare line and first boutique store in Milan

Sustainability & Fashion Content Writer

JOURNALIST

May 2018 - present

Freelance writer for international magazines reporting at the intersection of fashion, travel, sustainability and the climate crisis. Publications include Fashion Minority Alliance, Lampoon, Green is the New Black, Deccan Herald newspaper, NowFashion, Baco Luxury, Gal-dem

Lead Digital Marketing & Communications Strategist

LETASCA MENSWEAR

September 2018 - May 2020

Content strategy across media channels: social, website, email marketing etc
Planned and executed paid social media strategy, achieved +60% revenue during peak season
Successful implementation of seasonal influencer campaigns, increasing product and brand awareness
Created seasonal sales strategy for e-commerce

Blog Manager & E-commerce Content Writer

ZIVAME LINGERIE

October 2016 - July 2017

Improved blog performance using Google Analytics, maintained editorial calendar, edited freelance work

Digital Marketing Intern

DEKKOH By VOONIK

January 2016 - May 2016

Scaled an e-stylist mobile app - increasing download rate through paid social media and email marketing

PROJECTS & TALKS

Talk for Feminist.AI - 'Ways of Knowing: Quarantined with Love'

Presented a seminar focused on dynamics of different groups experiencing the Covid-19 lockdown and situations of quarantine with 'unlove'. Includes the personal story of a month-long military quarantine.

Collaborative project - NIFT x Govt. of Karnataka: 'Revival of Khadi Handloom'

Developing communication concepts and a new brand to make Khadi a fabric for the youth of India. Focus on studying consumer behaviour and changing perceptions of Khadi as a freedom fighter's tool.

Collaborative project - Domus Academy x Versus Versace, Domus Academy x Sergio Rossi

Development of innovative marketing strategies focused on long-term collaborative business models for the Italian luxury fashion brands Versus Versace and Sergio Rossi.