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# Aarushi Saxena

BRAND COMMUNICATIONS | DIGITAL MARKETING & CONTENT STRATEGIST



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## ABOUT ME *(1994 to present)*

Storyteller and planner with an over-active imagination and a flair for being dramatic. Also a content writer, who takes her responsibility to voice opinions on fashion sustainability and craftsmanship quite seriously.

Disclosure: I have the soul of an organisation freak, I'm a 'precrastinator' as well a vèjà du praticioneer. In other words: I have mad list-making and organisation skills.

## WEB LINKS

**Website:**  
www.the-precrastinator.com  
**Instagram:**  
@aa.rushi.saxena

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## WORK EXPERIENCE

**LAMPOON MAGAZINE** | Fashion & Sustainability Writer  
*August 2021 - present, Milan*

**PERMANOCARE** | Digital Marketing Strategist, E-commerce Manager  
*May 2020 - present, Milan*

**NOWFASHION** | Contributing Writer, Industry News & Sustainability  
*Oct 2019 - May 2020, Milan*

**LETASCA** | Digital Marketing & Communications  
*Sept 2018 - May 2021, Milan*  
Italian menswear brand | Seasonal marketing strategies: SMM, Content management, newsletter strategy, E-commerce & customer experience, influencer campaigns etc.

**BACO LUXURY & PITTI IMMAGINE** | Content Strategist  
*May 2018 - July 2018, Milan*  
Contributing writer, scouting and storytelling of sustainable fashion artisans in the Italian industry and Trend scout at Milan Fashion Week

**ZIVAME LINGERIE** | Brand Journalist & E-commerce Content Writer  
*Oct 2016 - July 2017, Bangalore*

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## COLLABORATIVE PROJECTS

**Mysore City Craftsman Guild Branding: (GOVT. OF INDIA)**  
Site visit and learning of craftsman techniques. culture to develop a brand and communication strategy for these under-developed workers associations

**Brand Collabs & Digital Communication : SERGIO ROSSI**  
Brand Collaboration proposals with launch-to-market and communication strategies

**Brand Development: Revival of Khadi in India (GOVT. OF INDIA)** Strategic brand development of khadi for youth

**Brand Management & Media Planning: VERSUS VERSACE**  
Business model development and omnichannel strategies for brand revival through a 'World Tour'

**Trend Research & Analysis: THINK TREND INDIA**  
Trend studies using socio-cultural cues to forecast macro-trends and sub-stories for SS16 and FW16/17

**Fashion Encyclopedia, KRIZIA: MAM-E MAGAZINE**

## EDUCATIONAL QUALIFICATIONS

2017-2018 /  
Masters: M.A in Fashion Management,  
Domus Academy, Milan, Italy

2012-2016 /  
Graduate: B.Des Fashion Communication,  
National Institute of Fashion Technology  
Bangalore, India

2006-2012 /  
12th Board CBSE: Distinction (92.4%)  
CMR National Public School, Bangalore, India

## PROFESSIONAL SKILLS

Digital Marketing	● ● ● ● ●
Content Management	● ● ● ● ●
E-commerce Front-End	○ ● ● ● ●
Customer Journey Experience	● ● ● ● ●
Editorial Planning & Calendar	○ ● ● ● ●
Social Media Co-ordination	○ ● ● ● ●
Research & Analysis	○ ● ● ● ●
SEO & Web Copywriting	○ ● ● ● ●
Fashion Journalism	● ● ● ● ●
Email Marketing	○ ● ● ● ●

## STRENGTHS & PERSONALITY

Intuitive Empath  
Leadership Abilities  
Organisation & Planning  
Communication Skills  
Self-Initiator & Goal-Oriented  
Team Worker, Resourceful, Persuasive

**SOFTWARE** Adobe Indesign, Microsoft, Facebook Business & Ads Manager, Shopify E-commerce, Wordpress, Google Analytics

## CONTACT

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

## INTERESTS

Travel  
Enthusiast

Gourmand

Avid  
Reader

## LANGUAGES

English (mother-tongue, fluent)  
Italian (B1)  
Hindi (fluent)