

# PALLABI SUTAR

Marketing & Communication

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Results-driven marketing and communications professional with 5+ years of experience across luxury, lifestyle, creative, and technology sectors. Skilled in translating brand strategy into compelling content, integrated marketing campaigns, and community-driven initiatives that drive engagement and visibility, with strong expertise in brand storytelling, partnerships, cross-functional collaboration, and digital marketing.

## Core skills

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- Brand & Content Strategy • Integrated Marketing Campaigns • Community & Partnership Marketing • Social Media & Email Marketing • Event & Experiential Marketing • Editorial & Copywriting • Creative Direction • Content Planning & Editorial Calendars • Analytics & KPI Tracking • Project Management • Content Management Systems (CMS) • Consumer Insights & Market Research
- Tools: Microsoft Excel, PowerPoint, Word, Adobe Illustrator, Photoshop, InDesign, Adobe XD, Figma, QuarkXPress, Wordpress, Shopify, Google analytics

## Professional Experience

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### Marketing Coordinator - Charleston Digital - Charleston, USA

July 2025 – Present

- Own end-to-end social and marketing strategy, from planning and content creation to publishing and performance analysis.
- Develop and manage content calendars aligned with brand goals, events, and marketing campaigns.
- Create and publish organic content across Instagram and LinkedIn, driving 15–20% engagement growth and 20K+ monthly impressions.
- Analyzed social performance metrics using analytical tools (e.g., Google Analytics, social dashboards) to optimize content strategy and guide campaign decisions.
- Collaborate cross-functionally to support 20+ events annually, including on-site content capture and post-event reporting.

### Content & Comm Strategist - Designer's Class - Mumbai, India

Jan 2021 – Mar 2023

- Crafted and delivered core brand messaging and communication strategy that drove 10–15% growth in brand visibility, leveraging communication skills to support student enrollment efforts across digital platforms.
- Collaborated with cross-functional teams to create education-driven content for a design community of 10K+ learners and followers, improving engagement across social and web channels.
- Produced and managed 60+ digital assets (videos, social content, course collateral), ensuring consistent brand alignment and timely campaign execution.

### Fashion & Lifestyle Editorial Writer - The Peacock Magazine - Mumbai, India

Sep 2019 – Jul 2020

- Developed fashion and lifestyle content strategies covering trends, designer features, and industry insights, strengthening the magazine's positioning within the luxury space.
- Contributed to ~15–20% growth in subscriptions and readership engagement through audience-focused editorial storytelling across print and digital platforms.
- Supported PR, social media, and celebrity-led events and campaigns, helping drive ~25–30% increase in audience engagement during key seasonal and promotional periods.

- Oversaw creative design for social media and corporate communication, ensuring visual consistency and brand alignment.
- Led design direction for in-house publications and B2B digital assets to improve user experience and brand perception.

**Graphic Designer - Outlook Business Magazine – Mumbai, India**

**May 2017 – May 2018**

- Designed and delivered visual assets across editorial, social media, and corporate communication channels.
- Strengthened digital and print user experience by developing cohesive, brand-aligned design systems that ensured visual consistency, usability, and clarity across all touchpoints.

**Education**

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**Savannah College of Art and Design (SCAD) – Master of Fine Arts (MFA), Luxury & Brand Management**

**2024**

**Indian Institute of Journalism & New Media – PG Diploma, Print Journalism**

**Jyoti Nivas College – B.A. in Psychology, English Literature & Sociology**

**Academic & Project Experience**

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**Coty x SCADPro (NDA-Protected) - Marketing & Experience Lead**

- Led an interdisciplinary team on immersive pop-up and experiential marketing concepts in collaboration with Coty.

**Developed integrated go-to-market and launch strategies across digital, retail, and social channels.**

**Worked on luxury and beauty brand case projects including Dior, Oddity, Off-White, and Ralph Lauren, delivering 360° campaigns, KPI frameworks, and brand strategy recommendations.**

**Certifications**

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- Inside LVMH: Specialization in Creation & Branding, Retail & Customer Experience - LVMH **2024**
- Fashion as Design – Museum of Modern Art, New York **2020**
- Fashion & Sustainability: Understanding Luxury Fashion in a Changing World – London College of Fashion & Kering **2020**

**Volunteer & Leadership**

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- Student Mentor for beauty and fashion students at SCAD - Guided students in academic projects, portfolio development, and career/life skills to prepare them for success in creative industries.
- AIESEC Bangalore ( Team Member) - Assisted in event planning, project execution, and team coordination to drive leadership and community engagement initiatives.