

# 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.

## 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

## Professional Experience

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**Marketing Coordinator - Charleston Digital - Charleston, USA - July 2025 – Present**

- Execute integrated organic marketing across social media, email, web, and events, supporting 20+ community and partner events annually and steady audience growth across platforms.
- Drove organic social media engagement growth of ~15–20%, generating 20K+ impressions in peak months through optimized, event-led content across LinkedIn and Instagram.
- Manage email campaigns delivering 28–35% open rates and 3–5% click-through rates, while collaborating cross-functionally to ensure consistent messaging and timely execution.

**Content & Comm Strategist - Designer's Class - Mumbai, India - Jan 2021 – Mar 2023**

- Led content and communications strategy across digital platforms, supporting ~10–15% growth in brand visibility and contributing to student enrollment efforts.
- 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 - 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.

**Sr Executive – Design & Communication -OurHealthMate – Bangalore, India - Oct 2018 – Feb 2019**

- 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 visual assets for editorial, social media, and corporate communication channels.
- Enhanced digital and print user experience through cohesive, brand-aligned design systems.

**Academic & Project Experience** 

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**Coty × 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 brand case projects including Dior, 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)

**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 • Analytics & KPI Tracking • Project Management • Stakeholder Management
- Tools: Adobe Illustrator, Photoshop, InDesign, Adobe XD, Figma, QuarkXPress, Microsoft Excel, PowerPoint, Word