

# PALLABI SUTAR

Marketing & Branding Strategist

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Marketing and branding strategist with 5+ years driving integrated campaigns across tech, education, luxury, and lifestyle. Shaped by newsrooms, design studios, and brand strategy - and an MFA in Luxury & Brand Management from SCAD - with a career built at the intersection of strategic thinking and visual execution. Skilled across social channels, content strategy, event marketing, graphic production, and performance analytics, with the rare ability to own both the strategy and the creative from brief to final asset.

## Core skills

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- Brand Management, Content Strategy, Go-to Marketing, Integrated Marketing Campaigns, Community & Partnership Marketing, Marketing Toolkits & Asset Development, Social Media & Email Marketing, Experiential Marketing, Editorial & Copywriting, Creative Direction, Content Planning & Editorial Calendars, Analytics & KPI Tracking, Project Management, Content Management Systems (CMS), SEO Marketing, Consumer Insights & Market Research
- Tools: Microsoft Excel, PowerPoint, Word, Adobe Illustrator, Photoshop, Premier Pro, InDesign, XD, Figma, Canva, Wordpress, Shopify, Google Analytics, Capcut, Meta Business Suite, Mailchimp, Hootsuite, Hubspot

## Professional Experience

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### Marketing Manager - Charleston Digital - Charleston, USA

07/2025 – Present

- Led go-to-market strategy and launch for two new Charleston Digital programs (AI Academy and a private-sector defense innovation hub) - brand positioning, audience segmentation, partnerships, and launch campaigns
- Manage project plans, timelines, and deliverables across 20+ annual events and brand campaigns - coordinating cross-functional teams from brief to launch
- Lead organic social strategy on Instagram and LinkedIn - 20K+ monthly impressions and 15–20% engagement growth quarter-over-quarter
- Develop content calendars, brand toolkits, and templates ensuring messaging consistency across every touchpoint
- Own KPI tracking, dashboards, and status reports via Google Analytics - translating performance data into strategic recommendations

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

01/2021 – 03/2023

- Developed brand messaging and communication strategy that contributed to 10–15% growth in overall brand visibility.
- Created and managed 60+ digital assets including videos, course collateral, and social content to support student enrollment campaigns.
- Collaborated with marketing, design, and academic teams to execute integrated digital campaigns for a 10K+ learner community.
- Managed content publishing workflows and ensured consistent brand voice across web and social platforms.

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

09/2019 – 07/2020

- 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**

**05/2017 – 05/2018**

- 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 × 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.)**

Developed comprehensive brand strategies and seasonal campaign concepts for leading fashion and luxury houses including but not limited to:

- Dior
- Off-White
- Ralph Lauren
- Oddity

Projects included 360° campaign development, retail experience strategy, consumer segmentation analysis, and sell-in presentation decks.

**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.