



Meenal Swarnkar

Brand Strategy & Marketing

CONTACT ME

- Bangalore, Karnataka
- swarnkarmeenal@gmail.com
- +91 7077102415
- linkedin.com/in/meenal-swarnkar-791937a9

EDUCATION

BACHELORS OF FASHION TECHNOLOGY

NATIONAL INSTITUTE OF FASHION TECHNOLOGY - BHUBANESWAR, INDIA
2014 - 2018

HIGHER SECONDARY

SENIOR SECONDARY SCHOOL SECTOR X, BHILAI
2012 - 2014

SKILLS

Trend Analysis & Market Research
Budgeting & Negotiation
Creative strategy & planning
Campaign Management
Brand Advertising
Digital Marketing
Influencer Marketing & Management
People Management

INTERESTS

Reading Trekking
Running Zumba

WORK EXPERIENCE

Amazon, Bangalore July 2024 - Present
Campaign & Creative Manager

- Craft goal-driven and creative advertising campaigns for global clients in the media and entertainment sector, including Skyshowtime, Warner Bros, Paramount Media, and Now TV, delivering tailored solutions
- Leverage performance analytics and industry trends to develop creative strategies that improve performance metrics by at least 20%
- Collaborate with cross-functional teams to translate creative concepts into actionable strategies, driving repeat orders and business expansion

galleri5, Bangalore Feb 2022 - May 2024
Assistant Manager, Brand Solutions - Marketing

- Led Myntra Lives, a live commerce pioneer in India, driving over **10x** growth in revenue through **3000+** live sessions with **250+ influencers** promoting **100+ brands**
- Cultivated relationships with a diverse network of **1000+** influencers, including emerging celebrities and artists across different categories
- Achieved **25%+** revenue growth by adept budgeting and analytical planning across campaigns for esteemed brands like Myntra, Flipkart, Cleartrip, Ajo, Victoria's Secret, Flying Machine, H&M
- Crafted strategies and successfully executed campaigns with budgets ranging from **INR 50k** to over **5 crores**, encompassing various types such as paid, amplification, barter, affiliate, events, store launches, brand awareness initiatives
- Led and managed India's biggest creator events like Myntra Creator Fest X Grazia Glammy Awards and Flipkart Glam Up event engaging **450+** creators, celebs and artists, resulting in **200M+** impressions and a reach exceeding **120M**
- Devised process automation roadmaps tailored to campaign requirements, in collaboration with the product team, resulting in a **45%** increase in efficiency and a **50%** reduction in team TAT
- Effectively led, managed, and mentored a team of **8**

Reliance Industries Limited, Ajo, Bangalore Jan 2021 - Aug 2021
Assistant Manager Buying - Men's Wear - Altair

- Successfully executed and secured a seasonal target of over 1.8 million units worth INR 50 crores for the men's wear category
- Managed product assortment, selection, pricing, and discounting, to achieve sales and margin targets of over 45%

Laguna Clothing LLP, Bangalore Nov 2018 - Jun 2020
Merchandiser - Men's Wear - Ralph Lauren

- Successfully processed over 500+ development requests
- Executed shipments of over INR 3 Lacs premium shirts valued at over 15 crores
- Performed competitive price benchmarking among fabric and trim suppliers
- Ensured timely material procurement, boosting gross profit margin by 25%

Shahi Exports Pvt.Ltd., Bangalore Jun 2018 - Oct 2018
Graduate Engineer Trainee Marketing - Men's Wear - Quechua

- Analysed a varied range of products in new development request
- Gained a comprehensive understanding of the product's design, aesthetic, and functionality
- Procurement of fabrics and trims for the sample development stage