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boring? not under my watch

I am Asmita Bhattacharjee, a multidisciplinary Brand and Media Strategist with 5+ of experience in crafting brand experiences and visual identity

ASMITA BHATTACHARJEE
Social Media and Growth | Brand Strategist | Advertising Intern

Professional Summary

Creative Content Strategist with 5+ years of experience crafting bold visuals, compelling stories, and high-impact digital content for brands across retail, fashion, tech, lifestyle, and healthcare. I combine design thinking, artistic creativity, and marketing strategy to help brands stay agile and stand out in fast-moving digital spaces. I am an Advertising major at Savannah College of Art and Design and am currently, I am looking for summer internship opportunities in Advertising, Branding and Social Media roles.

Experience

Brand and Media Strategist - Associate
Kofuku Technologies PVT LTD | Kolkata, India

March 2023- June 2025

- Built Kofuku's digital presence from the ground up and developed a 360° media plan and content kit for the pre-buzz launch across Instagram, Facebook, and YouTube.
- Collaborated with Product, Design, and Content teams to create website landing animations, launch creatives, and investor pitch materials.
- Managed internal and external communications with stakeholders, partners, doctor panels, and international agencies (US/UK) to support market expansion and media alignment.
- Supported brand development by working with the Creative Director on guidelines, visual systems, and color palettes.
- Coordinated cross-functional efforts to prepare content buckets and upcoming launch assets for cohesive brand storytelling.

Media and Content Strategist
KAOAPH | Pune, India

November 2021 - March 2023

- Built and led a social media team while driving end-to-end strategy, content creation, growth campaigns, and platform management.
- Grew the brand's social media presence from 6.3k to 15.8k followers in one year through targeted campaigns and influencer collaborations with 22 creators across Instagram and YouTube.
- Led the full launch of the "Mid-Summer" collection, managing concept development, shoots, videography, website content, store collaborations, and go-live execution.
- Directed product and brand photoshoots across collections and social campaigns, ensuring consistent visual identity.
- Collaborated closely with the founder and designer on design forecasting, seasonal planning, and upcoming launch strategy.
- Organized 30+ community events and jewelry workshops in partnership with Kaoaph and expos across India to boost brand engagement.
- Optimized and revamped the website, providing design guidance and launching campaigns that increased traffic by 70% within 12 months.
- Managed internal/external communications, supported Meta and Google ad campaigns, and created proposal decks for collaborations in Paris and other international markets.

Junior Designer and Marketer - Digital
Vasundhara Creative LLP | Kolkata, India

October 2019 – October 2021

- Built and managed the brand's social media presence end-to-end, including content strategy, creation, and approvals, leading to a growth of 13,000+ followers across platforms.
- Contributed to design development for capsule collections, providing visual direction and renderings for the bridal fusion line "Indie Charms."
- Optimized brand visuals across the website, catalogues, and marketing materials to strengthen digital and print identity.
- Designed and launched the full website for the contemporary sub-brand Slate by Vasundhara independently.
- Supported brand launches through coordinated photoshoots and represented the brand at expos, pop-ups, community events, and shows across India.

Internship

Graduation Project - Design Intern
BE NIMAI PVT LTD | Delhi, India

November 2018 – April 2019

- Designed and prototyped two graduation collections—Kintsugi (ceramic art pieces) and Eye of Bauer (plexiglass brooches).
- Co-led social media strategy and platform revamp for Nimai, achieving 45% growth in followers and reach within 5 months.
- Collaborated with in-house designers on pop-ups, community events, and the development of two limited-edition charm collections promoting Indian crafts.

- Collaborated with the senior designer and marketing lead to create outreach kits and marketing campaigns for Dhora's in-house product line.
- Co-designed the "Sakhi" bridesmaid collection for the 2018 wedding season and supported material selection.
- Managed visual merchandising and store presentation for the summer collection.

Projects

"Paradigm Shift" | ANATINA | March 2022 - July 2022

A capsule of larger-than-life statement jewellery pieces as a part of ANATINA's Fall 2022 collection launch - [view here](#)

Pilot jewellery collection | "The Gold Type" | June 2021 - December 2021

A capsule collaborative initiative to design thematic pieces for celebrity endorsements - as seen on Huma Qureshi for Travel & Leisure Magazine, South Asia 2021 edition ; Vidya Balan for Punit Balana, and various other brand collaborations

Funded Craft Integration project | NEELA and Sabai Kathi | 2017

In association with NIFT and Rural Art and Cultural Hub, West Bengal organised in Shantiniketan. Selected to be one of the six candidates from a batch of 58 students to deliver instructional design and media promotion to elevate market visibility and aid sustainable design solutions

Education

Master of Arts, Advertising

Savannah College of Art and Design, Atlanta, GA

January 2026

Bachelor in Design | Fashion and Lifestyle Accessories

National Institute of Fashion Technology, Kolkata, India

July 2015-2019

Overall CGPA : 8.1/10

Batch Ranker awarded full score in Graduation Project - Grade "A" awarded with 22.0/22.0 credits

Higher Secondary Education, 12th Grade

Auxilium Convent School, Kolkata, India

March 2015

Board : ISC | Overall score : 89%

Secondary Education, 10th Grade

Auxilium Convent School, Kolkata, West Bengal

March 2013

Board : ICSE | Overall score : 86.1%

Skills

Social Media

META Ads Manager

Photography

Video Editing (CapCut, VN, Final Cut Pro)

Storyboarding

Illustration

Corel Draw

Adobe Photoshop

Sprout Social

Wix Builder

Design Thinking

Hootsuite

Semrush

Metricool

Canva

Content Strategy

Adobe InDesign

Vetting and bucketing

Google Adsense

WordPress

Shopify

Corporate Communication

Visual Arts and Thinking

CSS/React.js