

Anushka Gupta

Graduate of Fashion Design from NIFT INDIA and an MA in Fashion Communications from Nottingham Trent University, UK. With loads of experience in the industry - fashion & lifestyle, press, education, childcare, F&B, astrology, and agency.



I'm passionate about all things creative and always up for a challenge!



Can work with softwares like



Adobe Photoshop



Adobe Illustrator



Adobe InDesign



Adobe Xd

With over 6 years of experience in,



Web Design & Rebranding



Social Media Marketing



Content Direction



Static + Video Content Creation



Influencer Collaborations



Promotional Strategies



Lead Generation

Some of the brands under my belt,



@hellofashion_uk



@buybuybaby



@sequoiayoga



@vivaindiantapas



@illuminatevents



@trentsu



@cmejewelleryofficial



@maisonavaofficial



@indiahiddengems



@amberstudent

If you're a brand looking for visibility online, I'm **THE ONE** for the job!

Click to open:

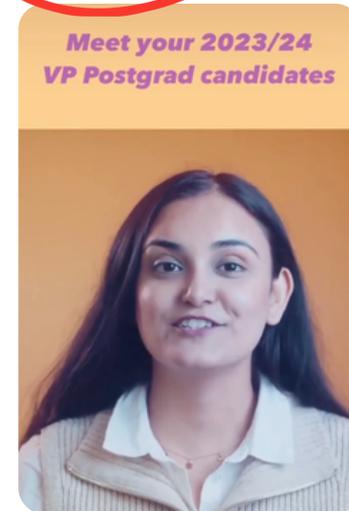
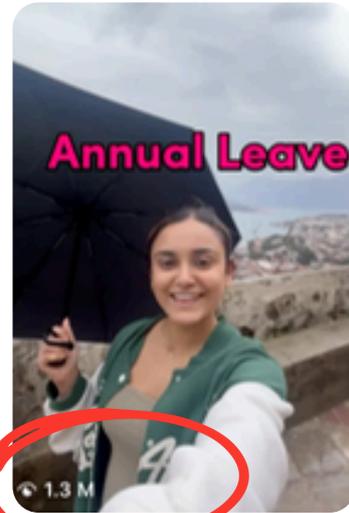
Published Article



Brand voiceovers

Relatable content:
1.3M+ views
8.7k+ saves
97K+ accounts engaged

Bilingual brand content:
75k views
600 likes
500 shares.



Brand content:
22k views
350 likes.

Travel & lifestyle informative content:
500k+ views
7.5k+ saves
13k+ accounts engaged

self-initiated campaign
7k views + 1200 student votes

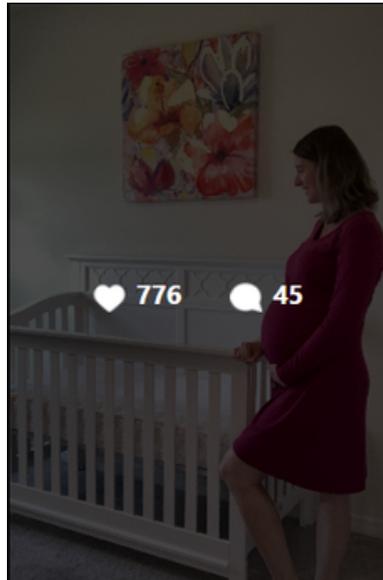
Influencer Marketing

(@mysweetpea_baby under Evolur Baby)

I focus on building **long-term influencer relationships** with creators whose values align with the brand's mission. My campaigns prioritise **authentic** content, measurable engagement, and audience trust over follower count - delivering both brand awareness and conversion. This includes micro-influencer partnerships, **UGC-based content**, and tiered influencer levels.



Campaign:
Convertible baby
to toddler
furniture - Rose
Collection



UGC showcasing how their children from both age groups are using the collection



Resharing engaging content from the influencers to create a **community and face recall**

Further developments made by me:
a) Partnership Program
b) Amazon Storefront for Affiliate

Creative Campaigns

(@cmejewelleryofficial).

GIFTING FOR THE FESTIVE SEASON



21 October 2024

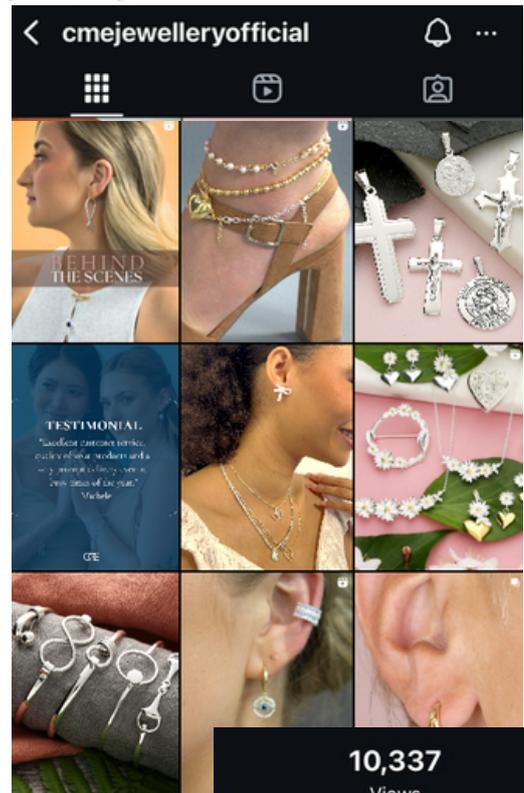


In this gifting guide, we are excited to present our top gift ideas for the holiday season. Whether you're looking for luxury or affordable gifts for men, women or children our diverse selection of silver jewellery is sure to inspire your Christmas collections.

Necklaces, pendants, earrings, bracelets and rings are perfect choices for a more traditional style.

We've picked out some of our favorite pieces for you to consider for your collection ideas.

Please also see our collection ideas.



Monitor performance

Feb 14, 2024 - Feb 12, 2025 • Compared to last 365 days • Includes Apple MPP

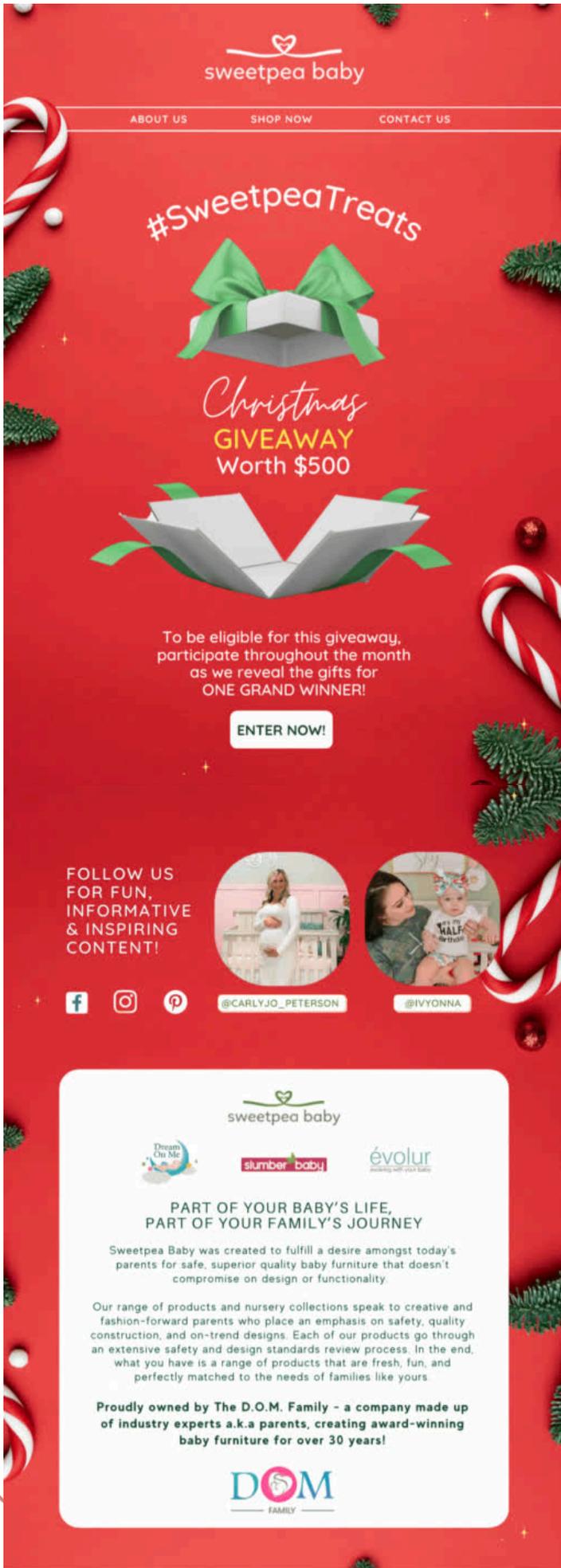
Total sends
24,466

Open rate
44.8%

Click rate
3.5%

Unsubscribe rate
0.26%

Newsletters



sweetpea baby

ABOUT US SHOP NOW CONTACT US

#SweetpeaTreats

Christmas GIVEAWAY
Worth \$500

To be eligible for this giveaway, participate throughout the month as we reveal the gifts for ONE GRAND WINNER!

ENTER NOW!

FOLLOW US FOR FUN, INFORMATIVE & INSPIRING CONTENT!





[@CARLYJO_PETERSON](#)
[@IVYONNA](#)

sweetpea baby





PART OF YOUR BABY'S LIFE, PART OF YOUR FAMILY'S JOURNEY

Sweetpea Baby was created to fulfill a desire amongst today's parents for safe, superior quality baby furniture that doesn't compromise on design or functionality.

Our range of products and nursery collections speak to creative and fashion-forward parents who place an emphasis on safety, quality construction, and on-trend designs. Each of our products go through an extensive safety and design standards review process. In the end, what you have is a range of products that are fresh, fun, and perfectly matched to the needs of families like yours.

Proudly owned by The D.O.M. Family - a company made up of industry experts a.k.a parents, creating award-winning baby furniture for over 30 years!

DOM FAMILY



sweetpea baby

ABOUT US SHOP NOW CONTACT US

THE ROSE 3 IN 1 CONVERTIBLE TODDLER BED
GRAB 20% OFF on **bug/bugBABY**

Save now

Available in store and online

Just when you thought summer couldn't get any better, we found a new way to keep your little ones entertained.

"Toddler Tea Time"

Shop now

Find the best certified nursery furniture, all in one place with amazing offers!

GRAB 20% OFF on **bug/bugBABY** [Shop now](#)
 FREE STORE PICKUP [Shop now](#)
 SAME DAY DELIVERY [Shop now](#)

WHAT MOMS HAVE TO SAY ABOUT OUR BESTSELLERS

REDWOOD 4-IN-1 CONVERTIBLE CRIB

★★★★★
"I love the design, instead like the Ultra Modern crib with the room!"

[Shop now](#)

ROSEWOOD 4-IN-1 CONVERTIBLE CRIB

★★★★★
"I love the design of the headboard. The crib took the about 45 minutes to assemble, which is a huge plus since the 30 weeks pregnant. Overall a great addition to our nursery!"

[Shop now](#)

Looking for more offers, special coupons and sale updates?





sweetpea baby

PART OF YOUR BABY'S LIFE, PART OF YOUR FAMILY'S JOURNEY

DOM FAMILY



FASHION

FRANCISCA | NATALIE | LYDIA | OLIVIA

Natalie x
NATALIE SALMONS-EMERY | FASHION DIGITAL EDITOR







Lydia x
LYDIA HENNING | LINGERIE & BEAUTY WRITER







Olivia x
OLIVIA SCOTT | FASHION FEATURES WRITER







Festive mailers for brands like Sweetpea Baby & Hello Fashion.

Creative Designs & Lifestyle Imagery



@get.dyper



@buybuybaby



@mysweetpea_baby



@bhoomiandco



@mysweetpea_baby



@cmejewelleryofficial

Instagram & Facebook



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Advertisements & Website Creatives



For Amazon, BuyBuyBaby, Walmart, Google Ads & Social media promotions.