

# VANSHIKA AGRAWAL

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A Marketing Specialist and Creative Strategist with a master's degree in Marketing Management and experience supporting full-funnel marketing for B2B and D2C brands. Experienced in market research, campaign management, CRM management, content creation, and on-brand creative development. Skilled in Meta marketing tools, Notion, and Canva. A quick learner and collaborative professional with a proactive approach to new challenges, with a strong passion for marketing and brand storytelling.

## EDUCATION

### MA in Marketing Management (Distinction)

University of Westminster, London | 2023–2024

Accredited by the Chartered Institute of Marketing (CIM)

- **Dissertation:** Analysed social media engagement strategies for luxury handbag brands in the UK market; identified that integrated approaches combining influencer marketing, UGC, and cross-platform content drive the highest customer engagement and brand loyalty

### Bachelor of Management Studies (B.M.S)

St. Xavier's University, Kolkata | 2020–2023 | CGPA: 8.4

- **Research Projects:** Evaluated content marketing's influence on personal care purchase decisions (n=91); compared digital vs. traditional marketing engagement for apparel brands using a cross-sectional design (n=113)

## PROFESSIONAL EXPERIENCE

### Founder & Brand Manager | MYA Jewellery

India | March 2025 – Present

- Established a D2C jewellery brand, building brand identity, digital assets, and end-to-end marketing systems by creating and maintaining bi-weekly social media calendars, producing reels, carousels, and email-ready graphics.
- Onboarded **15+ clients** in the first six weeks and have sold **120+ products** through targeted outreach by coordinating with photographers, editors, and vendors to ensure timely delivery of marketing materials.
- Collaborate with Indiazona for marketplace visibility through influencer and UGC-driven organic marketing to increase reach and trust.

### Freelance Digital Marketing & Creative Designer

Remote | March 2025 – Present

- Developed social media calendars, promotional graphics, and branded content for fashion and lifestyle clients.
- Designed brochures and sales materials for Ayurvedic wellness brand, improving conversion toward higher-priced products.
- Delivered event collateral, including invitations, catalogues, and promotional creatives.
- Researched and managed captions, scheduling, and content libraries via Meta Business Suite.

### Account & Growth Manager | The Social Barista

Kolkata, India | Dec 2024 – Mar 2025

- Led content timelines, approvals, and multi-client workflows for both B2B and D2C clients across platforms.
- Designed graphics and edited videos for campaigns reaching **6,000+ views** in a week.
- Reported engagement insights and recommended optimisations for improved reach, increasing engagement by 10% per week.

### Trainee Assistant Sales Manager | Betfred

London, UK | Oct 2023 – May 2024

- Strengthened customer-facing communication and operational accuracy through fast-paced sales and service interactions, increasing sales by 15% weekly.
- Enhanced problem-solving and team collaboration skills by resolving customer issues and coordinating seamlessly with cross-functional store staff.

## SKILLS & TOOLS

- **Marketing:** Social Media Strategy • Content Planning & Calendaring • Brand Development • Market Research • CRM Management
- **Technical:** Canva • CapCut • Notion • Slack • Zoho • MS Office Suite • Meta Business Suite • Website Setup & Maintenance