



# Sanmeet Kaur

Marketing and Brand Strategy Consultant

Milan, Metropolitan City of Milan, Italy

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## Languages

English

## About

Accomplished Brand Strategist with expertise in luxury brand management, fashion marketing, and merchandising. Proven track record in driving successful marketing and PR campaigns, enhancing brand identity, and driving sales growth. Skilled in leveraging market insights, trends, and competitive analysis to create compelling brand narratives. Strong leadership abilities, fostering collaborations, and delivering exceptional results within deadline-driven environments. Passionate about innovation and achieving measurable business outcomes.

### BRANDS WORKED WITH

Archana Rao Label

Reliance Brands Limited

Tommy Hilfiger

## Experience



### ● Head of Marketing & PR

Archana Rao Label | Jun 2017 - Dec 2020

Accomplishments: Developed and executed annual Marketing & PR strategies to strengthen brand identity and drive sales. Secured 40+ magazine features and 60+ celebrity endorsements, elevating the brand's public relations efforts. Led digital media campaigns resulting in a remarkable 300% increase in retail sales. Managed customer service operations, contributing to growth in both in-store and online sales by 60% of the yearly revenue. Created compelling content for digital channels and executed comprehensive marketing plans. Curated collections for partner stores, achieving a 30% increase in sales. Expanded brand presence to 6 multi-designer stores in India and the U.S.A. Initiated and secured costume designing collaborations for 3 movies and Netflix series.

### ● Marketing & PR Intern

Reliance Brands Limited | Jan 2017 - May 2017

Accomplishments: Developed engaging content for digital communication campaigns. Conducted market potential analysis for brands launching in India. Prepared monthly marketing & PR reports for the Board. Jan - May 2017



### ● Customer Relations Officer

Tommy Hilfiger | Oct 2013 - Feb 2014

## Education & Training

2022 - 2023

### ● Domus Academy, Milan

Master of Arts, Luxury Brand Management

2022 - 2023

### ● Regent's University

Masters in Arts, Luxury Brand Management

2015 - 2017

### ● National Institute of Fashion Technology

Master of Management, Fashion Management

2011 - 2014

### ● St. Francis Degree College for Women

Bachelors in Commerce, International Business

