



# Pratikshya Sahoo

Marketing Intelligence and Strategy | Luxury Fashion and Leather Goods | SDA Bocconi MAFED Graduate

Mumbai, Maharashtra, India

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## Links

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## Languages

Hindi (Native)

Italian (Basic)

English (Native)

French (Basic)

## About

I specialise in Marketing of Fashion and Luxury Goods.

I am a Masters in Fashion, Experience and Design Management graduate from SDA Bocconi School of Management, Milan, Italy. I have worked with some of the top luxury brands in Europe while pursuing this degree and post graduation. I also hold an MBA degree specialising in Marketing, which helped me with my first step into Marketing and Business Development.

Over the years, I have accumulated varied expertise in Marketing, Research and Analytics. I have studied different markets and dynamics that have helped me shape an international perspective and understand the strategic side of the luxury industry. I look forward to simultaneously learning and growing within this industry.

### BRANDS WORKED WITH

Chalhoub Group

Dalmia Bharat Group

Richemont

SICAL LOGISTICS LTD.

TOD'S Group

TTK Prestige

## Experience



### Marketing Intelligence and Strategy Consultant

Chalhoub Group | Sep 2022 - Dec 2022

Intelligence:

- Consolidated data collected from brands across the group
- Assisted the team in market segmentation and sizing for high-end fashion and beauty projections
- Conducted ad-hoc research to support business in new market studies and competitor benchmarking

Strategy:

- Supported the Strategy Team in defining long-term strategy
- Assessed competitors' strategic initiatives and new ventures through analysis and benchmarking



### Fashion Marketing Analyst Intern

Richemont | Jul 2021 - Dec 2021

Assisted the Competitor Intelligence team in various activities with a focus on Fashion and Leather Goods

- Monitored latest industry trends, strategic moves, financial performance of major players in luxury
- Collaborated on in-depth benchmarking studies on competitors' collections, materials, price positioning and communication (offline and digital)
- Created ad-hoc reports based on Masons' - Cartier, Chloé, Alaïa, Serapi-an, Delvaux, Dunhill, AZ Factory and top managements' requirements
- Developed in-depth reports on Fashion weeks and new luxury launches



### Marketing Consultant

TOD'S Group | Dec 2020 - Feb 2021

3 Months Consultancy Project in association with SDA Bocconi and Tod's

- Developed a compelling signature experience for Gen Z and Millennial clientele focusing on China, APAC and USA markets
- Studied market and industry trends through survey, focus group and secondary research
- Delivered a detailed online and offline action plan with touch points across the customer journey

### Assistant Marketing Manager

SICAL LOGISTICS LTD. | Mar 2017 - Aug 2018

Marketing:

- Developed a detailed marketing plan and budget

- Partnered with media agencies and handled negotiations for various marketing activities, simultaneously improved company's branding through these activities
- Managed content for company's social media pages
- Represented the company at various industry expos, conferences, summits and awards

Business Development:

- Approached, onboarded, and managed clients in FMCG, Pharmaceuticals and Medical Devices industry
- Collaborated with the Finance and Operations team to develop business proposals for clients
- Maintained sales activities on Salesforce.com and submission of weekly, quarterly and annual business reports

- **Marketing Intern**

TTK Prestige | Jul 2016 - Oct 2016

- Analysed product performance and servicing capabilities of the company
- Evaluated and improved service delivery for different product portfolios
  - Analysed individual customer issues and lead time for each



- **Marketing Intern**

Dalmia Bharat Group | Jun 2014 - Jul 2014

Assisted the Marketing and Communications team in ATL advertising

## Education & Training

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2020 - 2021

- **SDA Bocconi**

Master in Fashion, Experience and Design Management, Luxury Brand Management/Fashion Management

2015 - 2017

- **Kirloskar Institute of Advanced Management Studies**

Master in Business Administration, Marketing

2012 - 2015

- **DAV School of Business Management**

Bachelor of Business Administration, Business Management