



Arushi Gupta

Marketing Leader at Diana Yanes Consulting

Milan, Metropolitan City of Milan, Italy

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Links

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Languages

Italian (Basic)

English (Native)

Hindi (Native)

About

Every brand has stories to tell - stories that will not only engage and delight the audience, but that will also deliver measurable and sustainable business goals. And I like to be THAT conduit between the brand, its stakeholders and the customers.

I help consumers find the products and services that best fit their unique identity, coupled with a fairytale shopping experience with the brand. My interests and specialties include Marketing, Public Relations, Strategy Building, Customer Relations Management and Brand Management.

I have 4+ years professional experience with startups and scaleups in the sustainability domain, working as the single point of contact for all the activities of the brand with internal and external stakeholders in B2B, D2C and B2C offerings.

Majority of my work experience and education revolves around fashion, however, I have worked in the food and beverage, retail as well as beauty and wellness industry, with an aim to revolutionise and transform them with a long-term sustainable vision. In the long run, I see myself being associated with companies irrespective of the industry, that aspire to bring a change.

BRANDS WORKED WITH

- anatã india
- Benetton Group
- Carmesi
- Diana Yanes Consulting
- Genesis Luxury
- HelpAge India
- Khara Kapas
- OneGreen
- The Summer House

Experience



● Marketing Leader

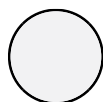
Diana Yanes Consulting | Sep 2022 - Now

As a Marketing Leader, my role includes: 1) Creation of the Communication and Marketing Strategy 2) Strategy and execution of content creation 3) Analysis of past data and creation of an intelligent data collection file 4) Public Relations and Community Management 5) Customer relationship management 6) Sales and relationship building 7) New projects and external consultancy for customers 8) Creation and management of announcements 9) Copywriting 10) Brand management

● Head Of Brand

Khara Kapas | Sep 2021 - Oct 2021

As the Head of Brand, I was responsible for: 1) Coordinating with all stakeholders to ensure on-time shipment and delivery of orders. 2) Inventory management in coordination with the production team. 3) Maintaining trackers and online databases to ensure easy analysis of information 4) Analyzing information from the above trackers and converting them to actionable intelligence and insights 5) Working closely with the operations and production team to keep a check on inventory and product listing on various sales channels. 6) Resolving Client / Order escalations online and offline. 7) Responding to customer messages on Email and Social Media. 8) Ideation and strategies to come up with new marketing and PR activities to expand brands reach and business. 9) Business development actions and strategies both in the domestic and the international market. Capturing new business for the brand and converting any lead into a profitable business channel. 10) Analyzing competition and market to come up with unique and interesting ideas to expand Brand reach.



● Sales and Customer Relationship Manager

anatã india | Jul 2021 - Aug 2021

As the Sales and Customer Relations Manager, I was responsible for: 1) Answering queries of customers 2) Handling customer grievances

3) Automating responses 4) Customer analysis 5) Customer acquisition strategy and targeting tactics 6) Customer report 7) Sales tactics 8) Sales report



● Marketing Communications Consultant

OneGreen | Aug 2020 - Jan 2021

As a Marketing Consultant, my role included: 1) Compilation of the Master CX Playbook which included customer queries / complaints and their responses, each drafted personally 2) Research on 300 organic brands in the Baby and Apparel categories, to grade them via proxy ratings 3) Worked on 290 attributes + corresponding PNG icons for brands categorization as sustainable, to be used on the webpage 4) Market Research about Top performers across verticals with their turnover and growth rate 5) Launch Promotion Campaigns backend research including - Corporate launch campaign, profiling of major Tier 1 cities pan India and profiling of the Middle East economies 6) Influencer Marketing Plan Creation - with details of popular social media, food and fitness communities in Bangalore, NCR and Mumbai 7) Compilation and aggregation of commercials for each of the popular social media, food and fitness communities in Bangalore, NCR and Mumbai 8) Written multiple SEO friendly blogs



● Customer Support Manager

Carmesi | Nov 2019 - Mar 2020

As the Customer Support Manager, I was responsible for: 1) Customer Query management; through emails, live chats, phone calls and social media 2) Coordination with Logistics Team to ensure timely delivery 3) Coordination with Packaging / Warehouse Team to ensure transparency 4) Resolution of customer complaints 5) Offering an exceptional experience to each customer



● Customer Relationship Manager

The Summer House | Nov 2018 - May 2019

As the Customer Relationship Manager, I was responsible for: 1) Conversion of potential customers into active customers 2) Customer communication; through emails, chats, phone calls and social media 3) Resolution of customer queries and complaints 4) Coordination with Logistics Team for timely deliveries 5) Partnerships and stores management (online and offline) 6) Inventory management 7) Analysis of Sales data for future edits 8) Personalized experience for highest spending customers 9) Customer feedback management 10) Studio sales management 11) Pop-ups and exhibitions management 12) Collaborations and influencer management

● Senior Manager: Customer Relations and Operations

Khara Kapas | Jul 2017 - Sep 2018

As the Senior Manager, I was responsible for: 1) Conversion of potential customers into active customers 2) Customer communication; through emails, chats, phone calls and social media 3) Resolution of customer queries and complaints 4) Coordination with Logistics Team for timely deliveries 5) Partnerships and stores management (online and offline) 6) Inventory management 7) Coordination with Production Team for timely deliveries & personalized orders 8) Personalized experience for highest spending customers 9) Customer retention program management 10) Studio sales management 11) Pop-ups and exhibitions management 12) Collaborations and influencer management

● Marketing and Market Research Intern

Genesis Luxury | Jan 2017 - Apr 2017

As a part of Genesis Luxury, I was working with Club SP, Satya Paul's most recent brand launched in late 2016. My role included: 1) Product descriptions for website 2) Competition Mapping 3) Analysis of Sell Through 4) Stores visits and analysis 5) Coordination with Production Team



● Buying Intern: Womenswear Department

Benetton Group | Apr 2016 - Jul 2016

As an intern in the Fashion Buying Team for Womenswear Department, my work included: 1) Range book creation 2) Analysis of Sell Through 3) Analysis of Best Seller and Bottom Seller styles 4) Competition Mapping 5) Volume Projection 6) Grading



● Sales And Marketing Intern

HelpAge India | Jun 2014 - Jul 2014

As a Sales and Marketing intern, my work included: 1) Business development 2) Obtaining partners / leads under the AdvantAge Card program 3) Promotion strategy development

Education & Training

- 2021 - 2022 ● **Accademia Del Lusso**
Masters, Masters in Fashion Brand Management
- 2016 - 2016 ● **Mod'Art International Paris**
Erasmus, Erasmus Program, Luxury Brand Management
- 2015 - 2017 ● **National Institute of Fashion Technology, India**
Masters, Masters in Fashion Management
- 2012 - 2015 ● **Delhi University**
Bachelors, Bachelor of Arts (Honours) Economics
- 2004 - 2012 ● **Amity International School, Sector 43, Gurgaon**
High School, School, Business/Commerce, General