

# Palakshi Naha

Brand and Marketing Manager

📍 London, UK

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## Languages

English

## About

Experienced marketer with a track record of over 8 years in global brand management, strategy development and eCommerce & digital marketing. Successfully executed complex projects within designated timelines, consistently delivering outstanding results and achieving commercial growth targets. Proficient in leveraging consumer understanding and insights to drive success in diverse business models including B2B, B2C, and D2C.

### BRANDS WORKED WITH

Landor & Fitch

Nykaa

Schwarzkopf Professional

## Experience



### ● Deputy Brand Manager

Schwarzkopf Professional | Jun 2019 - May 2022

- Led the development & implementation of the eCommerce marketing strategy, driving the brand's online business to become a revenue generator, resulting in a remarkable growth of annual revenue from US\$ 500,000 to US\$ 4.5 million in 3 years.
- Managed and allocated a US\$1.6 million marketing budget to execute strategic campaigns, resulting in increased brand visibility and a 48% boost in sales.
- Monitored and interpreted consumer market intelligence to analyse trends, identify significant brand opportunities, and drive growth within product categories.
- Crafted targeted marketing plans aligned with business objectives, leveraging market research & tailored strategies to drive customer engagement & boost conversion rates
- Collaborated with global and local cross-functional teams (including Supply Chain, Finance, Sales, and R&D) to effectively oversee and manage execution for the brand's 5-year long-term portfolio strategy
- Successfully enhanced the online customer journey through compelling digital brand content (Aplus, catalogues & social media) and offline assets for 200+ SKUs which lead to significant boost in brand awareness and drove substantial sales growth.
- Developed and implemented a comprehensive AMS strategy, effectively managing PPC campaigns that yielded a 67% surge in AMS sales, a 57% increase in AMS orders, and reduced AMS cost dependency by 2% in one year.
- Improved search visibility on Amazon by optimizing product titles and descriptions using SEO techniques, resulting in a significant increase in Search Share of Voice from 1.95% to 3.33%
- Generated 300-500 million annual impressions through strategic digital innovation, managing 50+ performance marketing campaigns across diverse mediums, including Programmatic, Social, Display, Influencer, eCommerce, and Video ads.
- Managed always-on media promotions and successfully implemented various innovative media campaigns across diverse platforms including Google, Meta, Spotify, Hotstar Disney, Tinder, and more.
- Worked collaboratively on strategic initiatives aimed at positioning India as a leading performer in the Styling and Care category within the APAC market.
- Collaborated with external agencies to ensure brand consistency and deliver impactful marketing initiatives. Oversaw brand communication and messaging in partnership with agencies for press releases, toolkits, events, and activations.
- Proactively monitored and managed forecasts, optimizing marketing strategies and resource allocation for maximum ROI.



### ● Assistant Brand Manager

Nykaa | Jun 2017 - May 2019

- Spearheaded strategic marketing and oversaw brand launches for 100+ new brands within the Private Label category (Colour cosmetics, Personal care, Naturals & Fragrance).

- Led and managed an 8-member team in the development of brand toolkits and marketing collaterals.
- Successfully conceptualized & launched the brand's personal care & skincare range.
- Managed and executed comprehensive brand communication strategies across diverse digital and traditional channels.
- Collaborated with product and creative teams to conceptualize shoots, provide art direction, and develop 360-degree campaigns, resulting in successful end-to-end delivery of assets and impactful brand messaging that drove customer engagement.
- Devised and executed brand ambassador strategy while overseeing the development of creative assets.
- Orchestrated cross-functional alignment to establish a cohesive strategy, delivering a seamless omnichannel experience to customers.
- Strategically coordinated media planning and optimized onsite visibility on a monthly basis for all Private Label Categories.



- **Marketing Manager**

Landor & Fitch | Oct 2014 - Mar 2017

- Collaborated with international marketing teams to implement Landor's global brand refresh.
- Oversaw marketing and social media activities, including the creation of 25+ case studies and over 100 brand collaterals.
- Implemented global and regional Marketing & PR strategies.
- Successfully completed 5 high-value projects, ranging from US\$20k to US\$125k.
- Managed client relationships and ensured the delivery of their expectations, working closely with strategy and design teams within agreed timelines.

## Education & Training

- 2012 - 2013 ● **Regent's University**  
Masters Degree, MA Luxury Brand Management,
- 2009 - 2012 ● **London College of Fashion, UAL, London**  
Higher Diploma, Fashion Management
- 2006 - 2009 ● **Bangalore University**  
Bachelor of Science Degree, Economics