



Mitalee Deshpande

Social Media & Digital Marketing Specialist | Copywriter

Paris, France

[Portfolio link](#)

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Links

[Website](#) [LinkedIn](#)

[Instagram](#)

Languages

Hindi (Fluent)

French (Work Proficiency)

English (Fluent)

Marathi (Fluent)

About

Mitalee Deshpande is a passionate and versatile fashion creative based in Paris. With a rich background in the fashion and communication industry spanning over five years, Mitalee is a dedicated professional with a remarkable ability to navigate the diverse and ever-evolving facets of the fashion landscape, both nationally and internationally.

Mitalee's journey led her to the enchanting city of Paris, where she earned her MBA in Global Fashion Media from the prestigious International Fashion Academy in 2020. This transformative experience served as a catalyst for continuous growth, motivating her to stay at the forefront of the dynamic fashion world, consistently updating and enhancing her skills.

Whether crafting compelling content, managing social media strategies, or steering creative projects, Mitalee brings a unique blend of creativity, strategic thinking, and a deep passion for the artistry of fashion.

BRANDS WORKED WITH

Condé Nast India

Just Urbane

Playtime

Experience

● Social Media & Digital Marketing Specialist

| Feb 2021 - Now

A dynamic role encompassing Social Media Management, Graphic Design, and Content Writing expertise to shape and elevate brand presence across digital platforms. With a strategic mindset and a flair for creativity, this role weaves a seamless and impactful brand story, leaving a lasting impression on the digital landscape.

Social Media Management: Strategic planning, execution, and monitoring of social media accounts to enhance brand presence, engage with the target audience, and drive business goals.

Graphic Design: Proficiency in graphic design tools like Adobe Illustrator, Photoshop, and Canva to create visually appealing and compelling content for social media platforms, websites, and other marketing channels.

Content Writing: Well-crafted and engaging text for various purposes, including social media posts, blog articles, website copy, email newsletters, and more. Ability to tailor my writing style to match the brand's tone of voice, effectively communicate the brand's message, and capture the attention of the target audience, ultimately driving engagement and conversions



● Assistant Content Manager

Playtime | Sep 2020 - Jan 2021

Responsible for:

1. Planning, implementing, managing, and monitoring social media
2. Measure and test social strategies and campaigns using analytics tools
3. Community Engagement



● Communications Assistant

Playtime | Jan 2020 - Jul 2020

Responsible for:

1. Social Media Content
2. Articles for the web magazine
3. Communications



- **Correspondent**

Just Urbane | Jan 2018 - Aug 2018

Responsible for:

1. Content writing for the magazine and website
2. Shoot Co-ordination
3. Communication and PR

- **Editorial Intern**

Condé Nast India | Sep 2017 - Dec 2017

Editorial Intern for Vogue India.

Responsible for :

1. Content Research
2. Content Writing for Vogue.in
3. Fact-checking and copy editing

Education & Training

2018 - 2020 ● **International Fashion Academy Paris**

MBA , Global Fashion Media

2013 - 2017 ● **School of Fashion Technology**

Bachelor of Design, Fashion Design, Fashion/Apparel Design