



Keerti Kataria

Marketing & Communications Manager with 11+ years of experience in apparel & beauty retail (In House & Agency roles)

Paris, France

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Languages

English (Fluent)

French (Basic)

Hindi (Fluent)

About

With 11+ years in Marketing/Communications for renowned retail brands (in-house and agency roles), I'm a highly entrepreneurial, self-motivated marketing professional. After COVID, I left my job as a senior account director overseeing 10 colleagues and managing 9+ global fashion/beauty retainer accounts to seek global challenges.

Currently, at Estée Lauder in Global Marketing & Education for Kilian Paris, I've successfully redrafted global tools, marketing guidelines, and report formats within 6 months. I have extensive experience in collaborating with global HQ teams in Tokyo, Paris, and London, with advanced proficiency in Microsoft Office, presentation skills, and managing tools/metrics.

My approach in the workplace balances creative instinct with practicality, and I am adept at working flexibly, seamlessly embracing partner perspectives and managing unpredictable scenarios.

BRANDS WORKED WITH



Experience



Account Director

PR Pundit | Jan 2018 - May 2022

- Led the lifestyle vertical at a mid-sized PR agency, managing a team of 9 account executives and account managers for 10+ retainer accounts & 12+ short-term projects (Lifestyle, beauty & luxury)
- Crafted digital creator programmes and relationships with over 520+ collaborator partners for UNIQLO, L'Occitane, Ralph Lauren and Onitsuka Tiger
- Overseeing efforts of servicing team, event agencies, vendors, and creative partners to achieve client project goals and set timelines
- Spearheaded UNIQLO's launch & expansion strategy, achieved a YOY growth of 27% in unpaid digital advocacy since 2019 by building a unique community-contact programme
- Shaped unique digital media experiences in response to the pandemic to achieve 92-98% online event engagement and >75% conversion in SNS exposures for L'Occitane & UNIQLO
- PR efforts won the 'Sabre Southeast Asia- Special Mention' certificate & the Silver India PR & Corporate Communications Award 2020 for UNIQLO's India entry and a Fulcrum Award 2020 for building community relevance for Polo Ralph Lauren



PR Manager

H&M | Jan 2015 - Jan 2018

- Built & maintained H&M's brand authority & fashion voice in India
- Crafted high news value events to support short-term and long-term commercial needs, developed vendor rosters and resource-saving best practices
- Led cross-functional marketing efforts by developing a bi-annual communications calendar for press events, on-ground activities & showroom planning for over 30+ H&M stores across 14 Indian cities
- Designed brand & influencer campaigns for key milestones with Stockholm & Paris HQ; formulated negotiation strategies and contract formats to secure lucrative commercial agreements
- Responsible for fostering and maintaining relationships with top journalists, stylists and VIP's
- Marketed special collections with creative campaigns to achieve an average of 60% sell through during the launch weekend

Assistant Manager, Marketing & Communications

Reliance Brands Limited | Jan 2013 - Jan 2015

Developed and implemented the rebranding strategy for iconic Indian brand, Satya Paul to increase traditional media exposures

- Introduced an IP called the 'Sari Appreciation' concept that was adopted across the 32+ retail locations, aimed at recruiting millennial customers
- Co-shaped a renewed omnichannel strategy and digital marketing frameworks to accelerate the sales growth via Brand.com as opposed to partner aggregators
- Introduced & built social community platforms to connect existing and newer brand fans. Drove 81% growth in subscription & social following within a year of introducing SNS channels



● PR Consultant

PR Pundit | Jan 2011 - Aug 2013

Coordinated day-to-day press and media activities, events and product sourcing for Christian Louboutin, Piaget, Chopard and Tarun Tahiliani Couture

- Excellent relationships maintained with lifestyle media, Bollywood stylists & opinion shapers
- Worked closely with Christian Louboutin's London HQ to design the brand's India Entry communication strategy, followed by a star-studded store launch in Mumbai, India
- Efforts won the 'Gold Sabre-Highly Recommended' 2013 certificate for the brand's Mumbai launch campaign



● Global Marketing & Education

Estée Lauder | Jan 2023 - Now

Go-to-market & price strategy for upcoming innovations calendar FY2024

- Redesigned and deployed retail education tools, including evergreen master tools, CRM & cross-cultural guidelines, in-store KPI coaching and seasonal innovation highlights
- Day-to-day coordination, reporting & advice on behalf of Global HQ for local marketing teams



● Consultancy Project

L'Oréal | Jun 2022 - Dec 2022

Developed communications strategy for an augmented service for impaired users with the Tech & Innovations Incubator