



Ishi Kaushik

360 Marketing at Parfums Christian Dior

Paris, France

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Languages

English (Native)

French (Basic)

Hindi (Native)

About

As a highly motivated and ambitious individual with a passion for luxury, fashion, and beauty industries, I specialize in digital marketing. Driven by my curiosity and eagerness to learn more, I am always seeking new opportunities to elevate my skills and expertise. With a proven track record of delivering exceptional results and driving growth, I'm always eager to learn & figure out new ways to push the boundaries of what's possible.

BRANDS WORKED WITH

Parfums Christian Dior

Richemont

The Estée Lauder Companies Inc.

Thélios

Experience

● 360 Digital Activations

Parfums Christian Dior | Sep 2022 -

- Drove new team initiative, creating 360 marketing strategies for major launches, leading to improved processes & cross-functional collaboration
 - Developed & executed launch activation strategies across- social media, innovation, paid, e-business, influencer marketing, PR, CRM & events
 - Constructed performance dashboards & reports, delivering actionable insights for C-level
 - Led content optimisation strategy by cross-functional collaboration
 - Collaborated with key markets to adapt launch strategy to local needs and maximize visibility
- increase in sell-out

● Assistant International Owned Media Project Manager

Parfums Christian Dior | Jan 2022 - Aug 2022

- Orchestrated end-to-end Instagram strategy for new launches
- Created social commerce and chatbot on Instagram, boosting engagement and driving sales
- Redesigned global newsletter strategy for more targeted and engaging content
- Managed and led email marketing activations on dior.com- created content & strategy guidelines, A/B testing for local needs, analyzed performance & delivered insights, leading to +86% increase in clicks

● Digital Marketing Assistant

Thélios | Jul 2021 - Nov 2021

- Developed quarterly brand reviews for C-level executives
- Analyzed social media and website performance for all 10 Maisons to optimize eyewear category
- Built KPI tracking dashboard for quantitative and qualitative analysis of digital activations on social media & CRM



● Digital Marketing & CRM

Richemont | Jan 2020 - Jul 2020

- Conducted social media analysis for various platforms (Meta, YouTube, Weibo, WeChat, Line, etc.); - Developed Instagram strategy for Serapian, resulting in a 70% increase in followers in 6 months; - Devised VIP event strategy for Cartier; Optimized engagement on RED for Vacheron Constantin ; Performed social listening study for Jaeger LeCoultre.
- Performed Google My Business audit for 14 Maisons, collaborating with Google & SEO agency to achieve 80% completion.

● Digital Marketing (Paid & Owned media)

The Estée Lauder Companies Inc. | Jul 2019 - Sep 2019

- Improved and analyzed key KPIs dashboard for EMEA-owned media (Meta and YouTube), and optimized brand content for post-campaign analysis
- Launched local Instagram accounts for Africa and increased followers by 50% in 3 months
- Planned and orchestrated the FY20 Love Me and Holiday Campaigns, managed campaign budgets and media briefs for MAC's biggest campaigns, as part of paid media team

Education & Training

2018 - 2021 ● **ESSEC Business School**
Masters in Management- Grande Ecole,

2014 - 2017 ● **Delhi University**
BA (hons),