



Sukriti Singh

International Marketing at King's College London. Luxury & social media marketing experience @ Luxottica & Ogilvy.

📍 London, UK

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Languages

Hindi (Native)

English (Native)

Korean (Work Proficiency)

About

As a recent marketing graduate from King's College London, I am equipped with a solid foundation in marketing strategies and consumer behavior. With prior experience in luxury marketing at Luxottica and social media marketing with Ogilvy, I have honed my skills in crafting compelling campaigns and engaging with discerning audiences. My passion lies in the luxury marketing, fashion, and beauty industry, where I aspire to create innovative and captivating brand experiences. I am excited to bring my knowledge, creativity, and enthusiasm to contribute to the success of esteemed brands and make a mark in the ever-evolving world of marketing.

BRANDS WORKED WITH

Aarogy International/Pinga

Luxottica

Ogilvy

viralfission

Experience

● Deputy Social Media Manager

Aarogy International/Pinga | Dec 2021 - Mar 2022

- Discussed engagement strategies with the CEO to boost consumer engagement by 50% in first quarter
- Led 3 social media campaigns on Instagram, Twitter and Facebook
- Supervised all social media accounts on LinkedIn, Facebook, Instagram and Youtube to promote brand; its initiatives and events, interacting with 250+ users



● Marketing Intern

Luxottica | Aug 2021 - Dec 2021

- Collected and analysed consumer insight (especially millennials) on 4 media channels to complete media planning process; recommended approaches for using certain media to attract customers, increasing brand recognition by 25%
- Spearheaded and designed Ideal Assortment (Of Ray-Ban Sunglasses and Eyeglasses) recommendation for retailers
- Developed and executed large scale marketing plans, defining budgets for advertising, promotion and public relations; reviewed and selected 15+ vendors for advertising and displaying the designed assortment across Delhi-NCR



● Marketing Intern

Ogilvy | Jun 2021 - Jul 2021

- Derived, presented and executed a Competition Scan Presentation for Eicher: In-depth Research on all Print, TVCs, Social media handles/digital campaigns done by its 7 main competitors from October 2019 till June 2021
- Handled communication with the Ogilvy studios on development and creating of digital and magazine brochures of Eicher's newest campaign



● Social Media Marketing Intern

viralfission | Oct 2020 - Jun 2021

- Administered marketing campaign collaborations with companies such as Netflix India, Myntra and Saavn
- Coordinated with 6+ brand managers to implement large-scale marketing campaigns on social media
- Collaborated with new interns to optimise marketing channel and analysed social-media insights across all its channels- in terms of reach, impressions, views, clicks and build-links

Publications, New Delhi 10/2020 - 06/2021

- Published a chapter titled "The impact of Covid-19 on students- A study" in the book "Social Change and Indian Society during Pandemic times", Sankalp Publications (ISBN 978-93-90720-48-4)

Education & Training

2022 - 2023 ● **KING'S COLLEGE LONDON**

Master of Science,

2019 - 2022 ● **Kamala Nehru College, University of Delhi**

Bachelor of Arts,

2006 - 2019 ● **Sanskriti School**

High School Diploma,