



TULIKA

SR. CREATIVE DESIGN AND MARKETING

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PROFICIENCY

- Whatsapp marketing
- CRM
- Graphic designing
- Research and market study
- social media calender & campaigns planning, marketing and execution
- Communication design and team management
- Advertisement and strategy planning
- Website management and research
- Branding & Brand management
- Google Search Console, Analytics
- SEO, SEM, Email & content marketing

SOFTWARES

- Corel Draw
- Adobe Illustrator
- Microsoft Excel, Microsoft Powerpoint
- Power Point
- Adobe Photoshop
- Canva
- Figma
- Indesign
- Chat GPT and AI (Adobe - Fire fly)

WORK EXPERIENCE



PURPLE UNITED KIDS

August 2022 to Present

- Branding, campaign planning a, and email marketing
- Content writing for blogs, push and captions.
- Range research, planning & photoshoot execution
- collection design and execution
- co-ordination with Mattel and Disney for character designs and licensee approvals.
- Regular website design upgradation and ideation , banners, social media content, blogs, store branding and schemings and other campaign strategies.
- Managing the social media and graphic team and make an efficient co-ordination between the three teams in means of a season centric working.



HATS OFF ACCESSORIES

January 2022 to August 2022

- Design, Research and development
- Trend forecast, planning, silhouetted and material selection.
- Influencer marketing
- content planning and execution
- Add campaigns (Social media and E-mail)
- Blogging for the brand



Megaminds IT Services @ NUTUREMITE

March 2020 to December 2021

- Managing the content writing, graphic designing and video editing teams to cater the needs of the brand.
- Taking care of the SEO requirements for the content.
- Strategising, creating, editing and looking after the visual content for the brand.
- looking after several marketing and branding campaigns.
- Managing their different social media platforms

PROJECTS



D'chica

Worked as a Brand managing consultant managing their remote team of designers, performance marketing & backend team. Took care of all their creative needs including, campaign creatives, socials media creatives, performance marketing creatives. Handled their social media and build calender campaigns for it.

EDUCATION HISTORY



Bachelors in designing (B.Des)

Specialization- Footwear

Footwear Design and Development Institute, Kolkata Marks 9 [CGPA],

Science, Higher Secondary

Notre Dame Academy (CBSE)
Patna, Bihar