

PRITIKA MENON

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Marketing strategist with a passion for creative problem-solving, an empathetic customer approach, and a strong foundation in brand management. Eager to apply multicultural perspectives and innovative ideas across diverse industries, leveraging a dynamic understanding of consumer behavior and market trends to drive impactful solutions in an ever-evolving global landscape.

EDUCATION

MFA Luxury and Brand Management | September, 2022- November, 2024

Savannah College of Art and Design (SCAD), Atlanta, GA

Bachelors of Design, Fashion Design | August, 2015- May, 2019

National Institute of Fashion Technology, Mumbai, India

WORK EXPERIENCE

SCADpro X BMW, Atlanta | January, 2024 - March, 2024

Creative Strategy Lead

- Spearheaded a cross-functional creative strategy team to develop a mixed reality experience aligning with BMW's goals.
- Conducted consumer and tech trend research to conceptualize immersive marketing experiences for next-gen customers.
- Devised marketing strategies incorporating storytelling, innovation, and interactive technology to boost brand engagement.
- Facilitated end-to-end project communication between design, tech, and business teams, ensuring strategic alignment and timely delivery.

SCADpro X Georgia World Congress Center Authority (GWCCA), Atlanta | September, 2023- November, 2023

Project Manager

- Led a multidisciplinary team in developing campus storytelling concepts that connected with Georgia's economy sectors (film, tech, agriculture, and sustainability).
- Managed timelines, task distribution, and stakeholder expectations while driving concept development and presentation.
- Collaborated with external partners to ensure brand consistency and co-created an immersive visitor experience strategy.
- Resulted in a strategic proposal that elevated site engagement and long-term brand narrative development.

A Humming Way, Mumbai, India | February, 2020 - October, 2021

Assistant Designer

- Designed seasonal collections using Indian vegan textiles, focusing on sustainable and ethical production practices.
- Managed production workflows, supervising 20+ artisans and streamlining operations for timely order fulfillment.
- Oversaw inventory, visual merchandising, and training of new team members, improving operational efficiency by 30%.
- Coordinated two brand-aligned photo shoots and exhibitions across major cities, contributing to a 40% increase in visibility and sales inquiries.
- Co-designed and supported the successful launch of the sister brand 'A Humming Way Atelier,' contributing to product conceptualization, strategic brand development, and creative direction.

Future Group, Mumbai, India | January, 2019 - April, 2019

Graduate Intern

- Developed two womenswear collections under mentorship for in-house brands, from concept to execution in a fast-paced retail environment.
- Created tech packs and original print designs for AW 19-20 collection; ensured alignment with manufacturing specs.
- Acted as a liaison between design and vendor teams to streamline sampling and reduce production delays.
- Visited partner factories to monitor quality control and production timelines.

Future Group, Mumbai, India | June, 2018 - July, 2019

Summer Intern

- Supported the senior design team with trend research, sample making, and technical documentation for SS '19 collection.
- Gained foundational experience in design process management, presentation formatting, and team collaboration.

CERTIFICATIONS

- Inside LVMH Certificate specialization in Creation & Branding, Operations & Supply Chain, LVMH, 2022
- Six Sigma Yellow Belt Certification, LinkedIn

PROFESSIONAL SKILLS

- **Hard Skills:** Marketing Strategy, Brand Development, Project Management, Consumer Research, Social Media Strategy, Visual Merchandising, Marketing Analytics, Client Communication
- **Soft Skills:** Creative Thinking, Leadership, Adaptability, Problem Solving, Time Management, Collaboration
- **Technical Skills:** Adobe Photoshop, InDesign, Illustrator, XD, Premier Pro, Figma, Procreate, Microsoft Office