

Kinir Gandhi

+918347784111 · kinir.work@gmail.com ·

www.kinirworks.com ·

Mumbai

BRAND & MARKETING STRATEGY SPECIALIST

- Results-driven marketer transforming data insights into emotionally resonant campaigns across luxury cosmetics, luxury fashion & luxury hospitality industry.
- Proven track record of elevating Customer Retention and Order values through omnichannel strategies.

Adaptable, fast learner with a can-do attitude and passionate about delivering impactful results.

PROFESSIONAL EXPERIENCE

Digital Marketing Manager (Contract)

08/24 - 11/24

IOSPL - Mumbai, India

- Transformed Digital Marketing campaigns for Naturtint India & Boldify India across Amazon and Nykaa, driving 50% increase in sales through targeted strategies, focusing on brand building and customer retention.

Scope of work

E-Commerce Marketing, Social Media Marketing, Performance Marketing, SEO & OFF Page SEO (Brand Collaboration) & Influencer Marketing.

Growth Marketing & Business Development Associate

Bestow International - Remote Agency
(UK, Canada & India)

08/23 - 05/24

- Generated £75K revenue (500% ROI) for luxury apparel (Pegtooth clothing) through viral "Drop Culture" campaign with £10K marketing spend
- Increased premium eyewear sales from 3 to 32 frames monthly (200% ROI) via targeted Instagram and influencer marketing.

Scope of work

Social Media Branding, Performance Marketing, Gorilla Marketing, OOH Marketing & Print Marketing.

Brand Marketing (Project)

The Goring - London, UK

11/22 - 05/23

- Achieved 35% increase in target audience engagement through strategic communications & Improved customer retention by 20% through targeted communication strategies
- Grew Instagram engagement by 150% with 650K+ video views in 3 months.

Scope of work

Social Media Branding, Influencer Marketing, Print Marketing, & Theme based Event Marketing.

Digital Strategist

Comet Ventures - Ahmedabad

07/19 - 06/21

- Led omnichannel marketing for Ultimate Pop Show Concerts, driving 65% of ticket sales and 100K+ audience reach at 0.007Rs per person (50% under budget).
- Launched Comet.gg gaming portal and executed partnerships with MI, PUBG, and BookMyShow for eSports initiatives

Scope of work

Social Media Branding, Experience Marketing, Influencer Marketing, Print Marketing, OOH Marketing, Performance Marketing & Promotional/Giveaway Marketing.

EDUCATION

MBA in Luxury Brand Management

09/21 - 06/23

British School of Fashion, GCU London

Projects:

- Brand analysis & repositioning report - JAGUAR
 - Omnichannel Marketing - OFF WHITE
 - Luxury Hospitality and its collaboration with Fashion and Sports - MARRIOTT
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SKILLS

GA4, GBM, GTM, Google Ads, Google Keyword Planner & Google Search Console, Meta Marketing, MailChimp, LinkedIn Marketing, Youtube & Pinterest Marketing - **3 years advanced experience.**

CRM Software Hubspot, Salesforce, Clevertap & Tealium - **2 years Proficient experience.**

CERTIFICATIONS

Google Advanced Data Analytics Professional Certificate - Google

April 2024