



# Ishi Kaushik

360 Marketing at Parfums Christian Dior

Paris, France

Ishi's availability **should be discussed**

[Portfolio file](#)

[View profile on Dweet](#)

## Work Preference

Location: Open to relocate

Pattern: Open to Full time or Part time work

Employment: Freelance Assignments, Permanent Positions, Hourly Consulting

## Skills

Digital Marketing Experience (Advanced)

Social Media Marketing (Advanced)

Content Marketing (Advanced)

Marketing Strategy (Advanced)

Social Media Branding (Advanced)

Social Media Analysis (Advanced)

Product Launch (Intermediate)

Content Strategy (Advanced)

Strategic Communications (Advanced)

Digital Communication Strategy (Ad...)

Influencer Marketing (Intermediate)

Social Innovation (Advanced)

Omni-Channel Marketing (Advanced)

## Languages

English (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



French (Basic)

Hindi (Native)

- 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),