



✉ sakshisitesh.srivastav@kedgebs.com

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📍 Open to Relocation

🏠 Paris

Industry Skills

Proven Brand Impact

Marketing Strategy

Planning and Execution

Technical Skills

Organizational Tools

Asana, Slack, Notion, Microsoft Teams, Agile Methodologies

Data Tools

Microsoft Excel, Microsoft Power BI, Google Analytics

Certifications

- **Internet/ Social Media Monitoring** and Analysis (Brand24)
- Introduction to **Data Science** (Le Wagon)
- **TOSA Excel**
- Storytelling in **Branding and Content Marketing** (IE Business School)
- **Brand Identity** and Strategy (IE Business School)

Projects

- **Carte Noir x BETC France** - **creative brief development**, one of four winning pitches
- **Danette** - **Product Innovation and Marketing** for Paris Olympics 2024
- **Blancrème** - **Product Portfolio Improvement** for clean beauty brand
- **Masters Thesis** - **Consumer culture study** of masculinities in beer and alcohol ads aired during Super Bowl since 2019

Languages

English

Native/Bilingual Proficiency

French

Intermediate to advanced comprehension, reading and writing

Sakshi Sitiesh SRIVASTAV

Assistant Marketing and Brand Manager

I help businesses create a narrative, deliver a story and acquire new consumers, driving business growth, all by taking data-backed decisions. Consumer-focused, technologically adept, organized, dynamic, analytical and creative problem solver, available for immediate joining.

Education

● KEDGE Business School (Top 1% Business School in the World)

From September 2022 to April 2024 **MS Marketing and Brand Management** Marseille
Strategic Marketing, Digital Marketing, Consumer Culture, Sustainable Marketing, Community Management, Data Analytics, Neuromarketing, Sales and Negotiation, Creative Communication Strategy

● Indian Institute of Mass Communication (Ranked #1 for mass communication in India)

From 2019 to 2020 **PG Diploma in Advertising and PR** New Delhi
Marketing, Creativity & Campaign Planning, Advertising Marketing PR Research, Advertising Principles

Work experience

● Global Marketing Intern - Body Pain Portfolio

From September 2023 to March 2024 **Sanofi Consumer Healthcare** France

- Increased brand visibility and gained approval for D2C sale of brand at Sanofi Leadership Forum Amsterdam 2024
- Managed 2023 marketing budget (5M euros) for the brand
- Created brand launch guidebook
- Optimized creative workflow with creative agencies
- Led global sustainability webpage development for the brand
- Coordinated cross-functional teamwork

● Communication Strategy Specialist

From July 2020 to September 2022 **ActiveBuildings** India

- Developed brand identity, tone of voice, and messaging alignment
- Implemented a successful GTM strategy for a sub-brand, backed by 1M USD, securing press coverage and enhancing brand visibility
- Launched a rebranding campaign with influencers, achieving significant impressions and ROI
- Managed social media, improved website traffic, and engagement. Created social media, blog, and press release content.
- Established personalized marketing for B2B partnerships

● Brand Strategy Consultant

From October 2020 to December 2020 **Mullen Lowe Group** India

- Researched OTT influencers for product placements
- Analyzed competition for new product insights
- Collaborated with cross-functional teams to develop campaign concepts

● Strategic Marketing Intern

From May 2020 to August 2020 **10Power** USA

- Created social media content, pitches, reports, and investor documents
- Enhanced social media strategy through performance analysis
- Identified partnership prospects for the CEO-founder to boost brand recognition

● Video Editor Intern

From July 2019 to October 2019 **Aam Aadmi Party** India

- Created Brut-video style storytelling on the political party leader's life
- Provided visual assets support for social media teams using Premier Pro and After Effects
- Helped in election campaigns with marketing materials

● Production Intern

From June 2018 to July 2018 **Goodtimes (formerly NDTV Goodtimes)** India

- Worked in the food division and wrote content for new app
- Edited TV episodes to make them app-friendly, Software Used: Final Cut Pro
- Pitched content ideas to senior content production team