

RADHIKA SINHA

BRAND STRATEGIST

CONTACT

- +91 9137467255
- radhika96sinha@gmail.com
- www.radhika-sinha.com
- Mumbai | Maharashtra

EDUCATION

MA in Design Management

London College of Communication, University of the Arts London

B.Des, Strategic Branding & Visual Communication

Srishti Manipal Institute of Art, Design and Technology

ACHIEVEMENTS

- Honoured with the esteemed "GOLD" IDMA 2021 award for trailblazing a personalised digital ad campaign. Harnessing advanced DCO technology, we dynamically tailored ad iterations, captivating diverse audiences.
- "KeralalsOpen," executed for Brand Samsonite, Secured 3 Gold and 1 Silver awards at Abby's Goafest 2019 in the following categories:
- GOLD: Digital & mobile- Best in Moment Marketing
- GOLD: Direct - Direct Response
- GOLD: Direct- Work for Social Awareness or Charity Cause
- SILVER: Audio Visual Digital- Consumer Durables
- I have had the privilege of actively participating in numerous creative and strategic pitches throughout my career, resulting in the acquisition of prestigious clients such as HDFC, L'Oréal, and Tata Salt.

PROFILE

I am a results-driven marketing strategist with a proven track record of driving brand success through innovative, data-informed strategies. My expertise spans integrated marketing and omni-channel campaign management, highlighted by impactful initiatives such as Nykaa's Pink Sales and strategic collaborations with industry leaders like L'Oréal, ELCA Group, Amore Pacific, and HUL. These experiences have honed my ability to develop and execute strategies that amplify brand communication, enhance customer engagement, and drive sustainable business growth.

With a strong foundation in Strategic Branding and Management, I bring a unique perspective to building and positioning brands in highly competitive markets. I specialize in understanding the complexities of consumer behavior and translating these insights into actionable marketing strategies that resonate on both emotional and rational levels. By leveraging predictive analytics, creative storytelling, and a data-driven approach, I have consistently driven engagement and built long-term brand equity for both emerging and established brands.

As I advance in my career, I am committed to leveraging my experience to drive innovation and deliver measurable results for forward-thinking brands. I thrive in dynamic, fast-paced environments and am eager to contribute to shaping the future of brand communication and marketing excellence.

WORK EXPERIENCE

Integrated - Marketing Manager

Nykaa - Jan 2024 to Present

Pink Sales (PINK LOVE, PINK SUMMER, HOT PINK & PINK FRIDAY SALE):

- Led top-funnel performance marketing strategies, optimizing customer acquisition and engagement through detailed category management and targeted campaigns, maximizing ROI.
- Conducted post-sale analysis on CTR/VTR, identifying trends in new and repeat buyers, driving data-backed recommendations to improve future sales strategies and budget allocation.

Brand Funded Campaigns:

- Generated ₹5.14 crore over three quarters by curating bespoke omni-channel brand advocacy packages for partners like L'Oréal, ELCA Group, Amore Pacific, and HUL.
- Developed marketing budgets, content strategies, and executed cross-platform campaigns with a 92% profit margin, leveraging meta analytics to optimize spend and drive engagement.

Content Strategy for Nykaaland:

- Spearheaded the content strategy for Nykaaland, India's largest and only beauty playground, a three-day experiential event that brought together beauty enthusiasts and industry leaders. Oversaw end-to-end content planning and execution, driving a reach of 400+ million impressions and attracting a footfall of 28,000+ attendees.

Vendor & Stakeholder Management:

- Collaborated with cross-functional teams (Performance, CRM, Site Operations) to ensure alignment across touchpoints.
- Managed external vendors, including production houses, influencers, and digital agencies, to deliver high-quality, on-brand marketing assets.

RADHIKA SINHA


SKILL

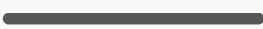
- Integrated Marketing
- Media Relations
- Client Relationship Management
- SEO Strategy & Optimization


CLIENTS

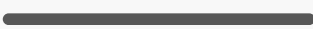
- L'Oréal Group
 1. Maybelline
 2. L'Oréal Professionnel
 3. L'Oréal Paris
 4. NYX Cosmetics
 5. Matrix & Biolage
- Raymonds
- Samsonite & American Tourister
- ALT Balaji Productions
- HDFCBanking
- Lodha Group
- Jealous 21

LANGUAGES

English 

Hindi 

Bengali 

Marathi 

Brand Strategist - Notable Achievements:

Publicis Groupe - Jan 2021 to Dec 2023

L'Oréal Professionnel:

- **Indian Hairdressing Award (IHA):** Established the prestigious IHA, attracting over 300,000 entries and culminating in an exclusive event with 40 finalists, solidifying the brand's leadership in the industry.
- **Scalp Advanced Launch:** Led the Scalp BeautyVerse event, partnering with top creators and professionals, generating influencer-driven content that boosted brand awareness.
- **Consumer Insights & E-commerce Strategy:** Analyzed consumer behavior across digital touchpoints and conducted competitive brand assessments. Utilized insights to craft specialized E-commerce strategies, driving business growth and revenue streams.
- **Cross-Functional Collaboration:** Orchestrated collaboration between designers, copywriters, and marketers to develop client-focused creative strategies. Leveraged market research, trend analysis, and competitive benchmarking to craft impactful campaigns that aligned with brand objectives.

Notable Achievements:

- **Maybelline x PV Sindhu Collaboration:** Led the 2023 #BraveTogether mental health initiative, delivering a 360-degree integrated marketing strategy across digital, outdoor, and influencer channels. The campaign addressed mental health challenges among Indian youth, enhancing Maybelline's social impact and brand resonance.
- **NYX Cosmetics x Barbie The Movie:** Spearheaded the launch of the "Barbie The Movie" makeup collection for NYX Cosmetics in collaboration with Warner Bros, successfully driving E-commerce engagement. Simultaneously launched a social impact initiative with Save the Children, pledging \$1 per Instagram filter share, up to \$25,000.
- **Matrix Hair Transformer Campaign:** Led the 2023 Matrix Hair Transformer campaign, a nationwide competition that showcased artistic talents of hairdressers while introducing Matrix Color Melt. The initiative garnered over 35,000 registrations and 60,000 entries, strengthening brand engagement within the professional community.
- **High-Impact Commercial Films:** Produced commercial films for Marico, Enamor, and L'Oréal, overseeing narrative development, creative execution, and post-production to ensure alignment with brand vision and enhance campaign effectiveness.

Visualizer

FCB India - Feb 2019 to Aug 2019

- Secured and led the social media marketing mandate for HDFC Bank, overseeing the execution of integrated campaigns across all digital platforms. This achievement demonstrated my ability to deliver strategic, resulting in a 38% increase in brand visibility.
- Led the high-impact campaign for the final season of Game of Thrones in 2019, driving awareness and Hotstar Premium subscriptions across India. The campaign utilized culturally relevant teasers and on-ground activations, achieving nationwide engagement through a multi-channel approach.
- Conceptualized and launched an innovative campaign for Lodha Palava, blending compelling storytelling. The highlight was a visually striking installation at Xperia Mall, which significantly enhanced brand recall and consumer engagement.
- Directed and managed diverse creative projects including film promotions, apparel collection launches, and product shoots within Kinnect's in-house production team.

RADHIKA SINHA

Visualizer

GREY - WPP Group - Feb 2018 to Jan 2019

- Led the Kerala Re-launch initiative for Samsonite India in response to the devastating floods, aligning with the brand's social responsibility objectives. Developed a high-impact social campaign that garnered 2.5 million views, received endorsements from notable personalities, and attracted extensive PR coverage, successfully restoring brand visibility in the region.
- Spearheaded the launch of the 'It All Begins with Black' film featuring Indo-Canadian singer Jugpreet Singh Bajwa, executing a 360-degree marketing strategy. The campaign encompassed digital platforms, in-store visual merchandising, outdoor displays, television, and cinema promotions, driving a cohesive and impactful brand message.
- Initiated and executed the 'Push The Limit' social media campaign for Samsonite's new product line, collaborating with key influencers to generate excitement. The campaign achieved 1.9 million impressions and engaged 864,533 unique users, enhancing brand visibility and consumer interaction.
- Played a key role in the success of ALTBalaji's 'Kehne Ko Humsafar Hain' campaign, which garnered 20 million social media views and drove a 300% increase in app viewership within two weeks. Managed an integrated 360-degree marketing strategy, leveraging diverse character perspectives to connect with the audience.
- Collaborated directly with television mogul Ekta Kapoor on the production and promotion of ALTBalaji shows, contributing to scripting, shoot logistics, media campaign strategies, and premiere coverage, ensuring alignment with brand objectives and driving successful launches.

Junior Visualizer

Delhi Press - May 2017 to Jan 2018

- Beginning my journey into the professional world with leading a passion project with Champak, creating engaging and nostalgic content inspired by childhood memories. Developed compelling stories that resonated with the next generation, fulfilling a personal and professional milestone.
- Managed and grew Champak's digital presence, overseeing website design, content strategy, and social media profiles across Facebook and Instagram. Created targeted meta content to amplify the magazine's online visibility and audience engagement.
- Conducted competitive analysis by tracking industry trends and monitoring key competitors, implementing strategies to enhance Champak's market positioning. Led on-ground events aimed at engaging target demographics, driving increased readership and brand loyalty.
- Led in-depth market research in Tier-2 and Tier-3 cities, uncovering valuable audience insights that informed content development and marketing strategies, expanding Champak's reach and relevance to a broader audience.

NOTABLE PROJECT

IKEA- Mission Creative Million

- Collaborated with Mission Creative Million, a social enterprise, to empower 200 Dongria Kondh tribal families in Odisha by facilitating their access to urban markets through the IKEA platform, enhancing their visibility and market presence.
 - Developed a comprehensive business design model that integrated product design, visual communication, and branding. Created a cohesive brand identity and formulated a business viability plan, highlighting the crucial role of branding in promoting niche products effectively.
 - Conducted immersive field research, dedicating two months to living within the community to deeply understand their skills, culture, and values. This direct engagement provided critical insights into their shared values, respect for nature, and commitment to a sustainable lifestyle, informing branding strategies that resonate authentically with the target audience.
-