



# SAMEEKSHA NANDA

## SUMMARY

Marketing professional with expertise in luxury brand strategy, product development, and social media campaigns. Skilled in leveraging data insights and creative storytelling to drive impactful brand narratives.

**Seeking an internship or contract from April 2025 onwards** to contribute to impactful marketing and product development initiatives.

## CONTACT

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## EDUCATION

2022 - 2025

EDHEC BUSINESS SCHOOL - FRANCE

Master in Management (Grande école) & MSc  
Marketing Management in Luxury and  
Fashion

2016 - 2020

KIIT UNIVERSITY - INDIA

Bachelor of Technology,  
Computer Science and System Engineering

## SKILLS

- 360 Campaign Management (Paid Social, SEA, Display, Affiliate)
- Product Development & Coordination
- Social Media Strategy & Management (Canva, Adobe Suite, Premier Pro, Hootsuite)
- Trend Analysis & Consumer Insights
- CRM Optimisation & Targeting (Salesforce, HubSpot)

## LANGUAGES

- English (Fluent)
- French (B2 Level - Limited working proficiency)
- Hindi (Fluent)

## HOBBIES

- Beauty and Skincare enthusiast
- Acoustic lead vocalist
- Volunteer for non-profits (Robin Hood Army)
- Content Creation / Personal Branding

## EXPERIENCE

- RIMOWA (LVMH) | Paris, France** JAN 2024 - JUN 2024  
Performance Marketing Assistant (Stage)
  - Executed cross-channel digital campaigns, achieving a 30% boost in engagement by aligning content with luxury consumer expectations.
  - Collaborated with influencers and creators, increasing brand awareness by 15% in luxury markets through compelling storytelling.
  - Optimised CRM strategies using advanced segmentation, improving engagement by 20% and fostering client loyalty.
- OPTIMAL WAYS | Lille, France** JUNE 2023 - DEC 2023  
E-Commerce Strategy Consultant (Stage)
  - Enhanced customer segmentation and targeting strategies using Power BI and Looker Studio, improving campaign effectiveness and product recommendations.
  - Achieved a 15% sales uplift through personalised marketing initiatives powered by e-commerce analytics and consumer behavior insights.
  - Conducted competitor research and market analysis with advanced data visualisation tools, identifying key trends to drive product innovation.
- SUBSOCIAL | Mumbai, India** MAR 2022 - AUG 2022  
Social Media Assistant (Stage)
  - Spearheaded creative influencer campaigns, driving a 15% boost in organic reach across beauty and lifestyle sectors.
  - Developed tailored content strategies, achieving a 77% conversion rate improvement on digital platforms.
- DELOITTE USI | Hyderabad, India** JUL 2020 - MAR 2022  
Business Analyst (CDI)
  - Collaborated with cross-functional teams to design intuitive UX/UI solutions on Salesforce, streamlining marketing workflows and enhancing user experience.
  - Supported the development of marketing automation tools, aligning interface design with business needs to optimize client engagement and operational efficiency.

## PROJECTS

- L'Oréal Brandstorm:** Conceptualised and pitched a smart grooming device, for modern male grooming using Blender and Premier Pro.
- Lacoste Expansion Strategy:** Formulated a market entry strategy for premium footwear in India, applying PESTLE analysis and value chain insights to align with consumer behavior.
- Carrefour Bio Communication Plan:** Designed a targeted communication strategy using Adobe Suite to enhance brand visibility and trust, highlighting Carrefour's sustainability initiatives.