

ANOKHI PARIKH

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EDUCATION

Savannah College Of Art and Design (SCAD) University

Master's in Luxury and Brand Management (MA)

Atlanta, GA

2025-2026

NMIMS University

Bachelor's Degree of Business Administration (BBA)

Mumbai, India

2021-2024

SKILLS & INTERESTS

Skills: Marketing, Branding, Social Media Management, Creative Brief Development, Visual Merchandising, Merchandising, Mood boards, Art Direction, Creative Direction, Event Planning, Market Analysis, Team Coordination, Market Research

Tools: Canva, Adobe Photoshop, MS Suite, Google Workspace

PROJECTS

- **Fragrance Brand Extension – Jacquemus (Graduate Project)**
Developed a fragrance brand extension translating Simon Porte Jacquemus' South of France heritage into four distinct scent stories, aligning visual identity, packaging, and narrative with the brand's minimalist yet poetic aesthetic.
- **Small-Format Flagship Store Design – Fenty Beauty (Graduate Project)**
Designed a flagship store concept for Fenty Beauty in Atlanta, integrating immersive customer touchpoints, hexagon-inspired décor, and inclusive brand storytelling through layout, colors, and space zoning.
- **Conceptual Window Display – Prada (Graduate Project)**
Designed a seasonal Prada window display, blending minimalist storytelling with luxury aesthetics to visually communicate the brand's bold yet understated narrative.
- **Marketing Campaign- Jai Shambhu Paan House (Academic Campaign)** - Integrated Marketing Communication: created extensive IMC strategies for a local savory shop boosting sales
- **Marketing Campaign- Indigo Airlines, Account Planning Dept. (Academic Campaign)** - Researched target audiences and developed a strategic marketing campaign for first-time flyers, leveraging emotional branding to enhance customer engagement and brand perception.
- **Ad-film Making-** Directed a purpose-led film for MakeMyTrip, highlighting solo female travel through impactful storytelling and team leadership, and created an ad for Bvlgari's men's perfume
- **Research Projects-** "Impact of AI on students"- A Market Research Report and "How Counterfeit Affects Luxury Brands"- A Literature Review

WORK EXPERIENCE

Kohl's

Sales Associate (Part-time)

Oct 2024 - Mar 2025

- Delivered exceptional customer service, addressing inquiries and ensuring a positive shopping experience.
- Contributed to sales efforts by 8% through product recommendations, upselling, and achieving targets.
- Facilitated in-store marketing initiatives, including displays and promotions to drive customer engagement by 10%.

Kidsstoppress Media Pvt Ltd, Mumbai

Digital Solutions Intern

May 2023 - June 2023

- Directed visual direction through mood board creation, developed Wix website, curated introductions, and contributed personal insights, learnings, and pertinent quotes to enrich the content.
- Designed visually appealing Instagram highlight covers to maintain a cohesive aesthetic.
- Created 50+ Instagram posts that led to an increase in engagement by 5%.

Stone Mill, Mumbai

Marketing & Strategic Intern

Nov 2021 – Dec 2021

- Supported the go-to-market strategy for the *Healthy Baking Book Series* and executed strategic outreach to chefs, bakery owners, mothers, and retail stores through direct communication and digital marketing.
- Promoted COVID-era cooking workshops to 10+ clients, boosting brand awareness and customer engagement.
- Researched and curated a target audience database, facilitating distributor connections and directly contributing to the sale of 3 cookbooks.

Safe Kids Foundation (Ngo), Mumbai

Volunteer

May 2019 - May 2022

- Educated 1,000+ children and adults on road safety, trauma care, and home safety through interactive sessions and school outreach programs.
- Organized awareness events across schools and police headquarters, including an art workshop for 30+ children.
- Conducted research on illegal driving and safety measures to create engaging, age-appropriate educational content.