

SHRUTI RANE

Designer | Digital Strategist

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EDUCATION

MA LUXURY & BRAND MANAGEMENT

Savannah College of Art and Design,
Mar 2021

Masters of Arts in Luxury and Brand Management with exposure to Multimedia Marketing and Strategic planning.

BACHELOR OF DESIGN - KNITWEAR

National Institute of Fashion Technology,
May 2017

Bachelors of Design with emphasis on the Design Process, Trend Research, and Print Development.

EXPERIENCE

STRATEGY & SOCIAL MEDIA INTERN

SEPT 2021 - PRESENT

CASE Agency

- Create robust content for social media platforms - static, gifs, and videos.
- Develop banners for web and paid social to increase brand awareness and engagement.
- Work collaboratively on e-mail marketing/ newsletter design.
- Work cross-functionally with creative leads to facilitate concept development and creative brainstorming.
- Built strong partnerships with clients to achieve design goals.

MARKETING INTERN

JULY 2021 - SEPT 2021

The Dairy Fairy

- Developed marketing assets, including email graphics, newsletters, and banners for website and social platforms.
- Designed graphics for print, web, and social using Adobe InDesign, Photoshop, and Illustrator.

DESIGNER

APR 2018 - JUN 2019

Gini & Jony Ltd.

- Led creative design process and set a creative tone for the Infant wear category.
- Timely executed approximately 150 designs every season.
- Worked collaboratively with design, production, and sales team to achieve design goals.
- Coordinated with vendors for product development and provide solutions to production issues.

ACADEMIC PROJECTS

BRAND STRATEGY DEVELOPMENT [\(View Project\)](#)

Fourthray Beauty

- Conceptualized a new body care product line for Fourth Ray Beauty.
- Attained visual strategy for the new product across consumer touchpoints, including Packaging, Web experience, Promotional material, and Social Media.

DIGITAL CONSUMER ENGAGEMENT [\(View Project\)](#)

Zara Kids

- Produced stop motion micro movies to support digital and social channels and to enhance customer web experience (millennial moms)
- Executed concept, design, and creatives to increase call-to-action on social media platforms.

Brand Strategy & IMC Plan [\(View Project\)](#)

Chloé Intérieur

- Expanded Chloé into the luxury home sector with a holistic bohemian lifestyle experience.
- Revitalized the brand experience by designing a user-centric mobile app.
- Developed Marketing campaign and assets to amplify digital presence across all platforms.

SOFTWARE SKILLS

Adobe CC
Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Adobe Premier Pro
MS Office
Keynote

PROFESSIONAL SKILLS

Brand Development
Concept Development
Visual Storytelling
Art and Creative Direction
Project Management
Strategic Thinking
Consumer-centric Design

RESEARCH SKILLS

Brand Audit
Competitor Analysis
Consumer Analysis
Consumer Survey
Market Research
Trend Research

PERSONAL INTERESTS

MANAGE & DEVELOP CONTENT FOR INSTAGRAM HANDLE

Nails @coats.and.quotes

AWARDS

Academic Award, SCAD
2019 - 2021
Best Ramp Appeal, NIFT
2017
Most Innovative Design, NIFT
2017