

MEHAK JAIN

FASHION COMMUNICATOR & GRAPHIC DESIGNER

CONTACT

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PUNE/MUMBAI

SKILLS

- Brand Strategy
- Campaign Ideation
- Social Media Management
- Art Direction
- Trend Forecasting
- Influencer Marketing
- Visual Storytelling
- Creative Direction
- Digital Analytics

EDUCATION

B.Des in Fashion Communication & Styling

ATLAS SkillTech University

2022-2026

Commerce

NESS Wadia College of

Commerce

2020-2022

School

City International School

2006-2020

TOOLS

ADOBE PHOTOSHOP
ADOBE ILLUSTRATOR
ADOBE INDESIGN
ADOBE AFTER EFFECTS
CANVA
FIGMA
CHAT GPT, PERPLEXITY,
FLOW AI, GEMINI,
MS EXCEL
MS WORD

PROFILE

Creative and strategic brand marketer with a strong foundation in fashion communication, content design, and storytelling. Experienced in building brand identity, leading social media strategies, and managing end-to-end campaigns across fashion, lifestyle, and youth-centric brands. Passionate about crafting visual narratives that connect culture, design, and digital communication.

WORK EXPERIENCE

Lead Content Strategist & Social Media Manager

LEMON BUZZ

JUNE 2024 - PRESENT

- Lead content strategy and digital storytelling for multiple fashion, lifestyle, and beauty clients.
- Supervised creative teams from ideation to execution, ensuring cohesive brand identity across platforms.
- Developed brand positioning, tone, and content calendars aligned with campaign goals.
- Oversaw influencer collaborations, campaign performance, and trend-based content optimization.
- Managed and pitched creative concepts to clients, ensuring alignment with marketing objectives.

Branding Head & Social Media Designer

SORT MY LIVING

MAY - JULY 2025

- Developed B2C launch strategy for a student accommodation startup expanding globally.
- Led brand identity overhaul, content design, and performance-driven campaign structures.
- Crafted digital storytelling across platforms, establishing an engaging, student-friendly voice.

Branding Head

AASHIYANA BUILD PRO MART

MAY-JULY 2024

- Conceptualized and executed the complete brand identity system for a construction and hardware retail brand.
- Designed logo, color palette, typography, and visual language to reflect reliability, modernity, and trust in the B2B + consumer hardware space.
- Built brand positioning and tone of voice aligned with the company's expansion into premium product categories.
- Directed storefront branding, packaging, and collateral design ensuring visual consistency across offline and digital platforms.
- Developed social media templates and launch communication plan for initial market entry.
- Collaborated with founders to align brand narrative and communication goals with target audience insights.

Creative & Strategic Projects

- House of DS : Directed campaign narratives, product stories, and Women's Day campaigns.
- Panihari : Crafted brand storytelling, festive campaigns, and digital tone of voice.
- Trapin : Developed youth-centric campaign concepts and cultural positioning strategies.
- Gulabi Dibba, Zushu, Molten, Uriel, Bonnaty, OOAK Perfumery, House of Ardo : Ideated Women's Day and launch campaigns; worked on product narratives and visual content strategy.