



## Contact

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## Portfolio Website

## Education

National Institute of Fashion Technology  
2019-23  
B.des- Fashion Communication

Modern Academy  
Senior Secondary (Science): 2017-18  
Secondary (X): 2015-16

## Skills

- Content Writing
- Adobe Creative Suite
- Scriptwriting
- Video Editing
- Digital Marketing
- SEO Optimisation
- 2D Illustrations
- Market Research & Analysis
- Trend Spotting
- Fashion & Product Styling
- WordPress
- Photography
- Design

## Projects and Achievements

- NIFT Fashion Show: Art to Wear – Winner
- Craft Documentation: Pembarthi Metal Craft
- Digital Marketing & Merchandise Design: Hiccup Dating App (Startup)
- Art Projects: Generated revenue through 30+ commissioned artworks
- Assistant Celebrity Stylist at Filmfare Awards- South, Costume Styling for VICE X Amazon show's pilot episode and costume styling for an upcoming Telugu Film's Music Video.
- Freelance canvas artist- 30+ commissioned artworks.

# Mehak Mishra

Hi, I am a Creative & Content Strategist with over 3 years of experience in social media, influencer marketing, and digital campaigns across the fashion, lifestyle, F&B, and media industries. Skilled in blending creative storytelling with data-driven strategy—developing content calendars, managing community engagement, and driving retention marketing initiatives. Proficient in Adobe Creative Suite, and analytics tools, with a strong track record of building brand voice and delivering measurable impact.

## Experience

- July 2025- ongoing  
**Freelance Content Strategist & Creative Direction (Visual)**
  - Leading strategy and creative direction for a Hyderabad-based fashion brand launching in November 2025.
  - Heading the digital strategy, fashion shoot planning, reel scripting, catalogue shoot, and overall visual brand direction.
- June 2024- June 2025  
**Content Strategist, Studio 318, Hyderabad**
  - Handled multi-brand strategy across diverse industries, including F&B, fashion, skincare, and real estate.
  - Developed and executed monthly content calendars, shoot plans, campaigns, and ad strategies tailored to each brand.
  - Collaborated with designers to direct visual content, ensuring cohesive brand identity in layout, design, and messaging.
  - Conducted market research and trend analysis to forecast shifts and drive innovative brand initiatives and IPs.
  - Managed end-to-end content and copywriting for digital and print collaterals, including offers, events, and marketing materials.
  - Oversaw brand marketing across online and offline platforms, aligning campaigns with brand goals and audience behaviour.
  - Actively monitored social media trends to optimise content strategy and audience engagement.
- March 2024- June 2024  
**Freelance Graphic Designer and strategist, Roast, Hyderabad**
  - Worked with a Hyderabad-based F&B brand to design menus, product packaging, and brand collaterals.
  - Created 50+ visually cohesive design assets to enhance the customer experience and brand identity.
  - Planned Social Media Strategy and partnered with media team to conduct shoots.
- June 2023- March 2024  
**Jr. Content Creator and Designer, Suhani Pittie, Hyderabad**
  - Creating visually appealing content for SP's digital platforms. Maintaining and Planning Grid layouts and scheduling the posts.
  - Content curation as well as conducting shoots using videos and photography.
  - Working on product styling and creative direction for shoots.
  - Script writing and copywriting.
- June 2023- March 2024  
**Editorial Intern, VICE Media, Mumbai**
  - Researched and curated captivating stories for social media and websites.
  - Contributed as an assistant producer, researcher, and scriptwriter for digital content.
  - Conducted interviews and covered cultural events with them for unique perspectives.
  - Illustrated for the VICE latest podcast series, VICE DAILIES.
  - Showcased expertise in costume styling for an upcoming reality show pilot shoot.
- August 2022-February 2023  
**Editorial Intern, Man's World India, Remote**
  - Gained invaluable insights into the intricacies of WordPress and formatting for a lifestyle magazine by uploading digital articles and ensuring they were optimised for SEO.
  - Enabled me to understand and learn relevant ideas to strategies and elevate the online presence of the publication.
- June 2022-August 2022  
**Fashion Intern, Cosmopolitan and Harper's Bazaar, Noida**
  - Researched and authored digital articles for Cosmopolitan while curating compelling visual stories for the website.
  - Stayed up-to-date on the latest fashion trends and upcoming runway styles to create stunning style pages for Cosmopolitan print magazine.
  - Performed and organised relevant stories for social media at Harper's Bazaar.
  - Collaborated with the in-house stylist to curate style pieces for Harper's Bazaar print magazine by researching trends and sourcing from relevant brands as per the moodboard.