

# KHUSHI SANTOSH

Baner, Pune- 411045, Maharashtra, India | khushisantosh11@gmail.com | +91 8390898668

## EDUCATION

**Symbiosis Centre for Distance Learning, Pune (SCDL), India**

**Expected: June 2025**

Candidate for Post Graduation Certificate Program in Design Thinking

**Krea University, Sri City, AP, India**

**July 2022**

Secured a Bachelor of Science (Honours) in Psychology, Minor- Economics, Concentration- Business Studies **(CGPA 8.64/10)**

## PROFESSIONAL EXPERIENCE

**Freelance, Remote, India | Brand Strategist**

**May 2024 – Present**

- Working actively on a brief with Landor Singapore for a Kuala Lumpur-based real estate company, assigned to collaborate with the team on brand strategy for a micro-city centered on innovation and purposeful living
- Working for a healthcare technology company with Landor India on key strategic branding decisions and solutions

**Landor, Mumbai, India | Brand Strategist**

**June 2022 – April 2024**

- Tasked with working on strategy projects, from identifying insights to crafting brand identities, for B2B and B2C companies across industries such as Airlines, Hospitality, Luxury Retail, Paper and Pulp, Steel and Construction, Finance, FMCG, etc across APAC and EMEA
- Appointed as the lead strategist for projects for Nestle, workshops, and inspiration sessions, and ultimately, brought in more business
- Teamed-up with noteworthy clients like Aditya Birla Group, IDFC FIRST Bank, Nestle, TCCC, Cipla, Enabling Leadership

**Social Beat, Mumbai, India | Strategy Intern**

**June 2021 – August 2021**

- Identified market insights for more than 6 companies, including an Australian Retail Company, through in-depth primary and secondary research
- Collaborated across teams on fast-paced, relevant digital campaigns for these top clients

**Drishtee Foundation, New Delhi, India | Textile Business Strategy Intern**

**July 2020 – September 2020**

- Carried out market research for the Ministry of Rural India (MIRI) launched by Drishtee, which supports the livelihoods of over 3 Lakh rural and tribal Indians
- Conducted research to understand and optimize the textile supply chain by using social media and e-commerce websites such as Amazon, Myntra, etc

## ACADEMIC PROJECTS AND PAPERS

**A Thematic Analysis of Starbucks India Advertisements on Instagram (Grade: A, Trimester 8 and 9– 2022)**

- Undertook thematic analysis of Starbucks India's Instagram advertisements, utilizing tools such as Phantom Buster for data scraping and Excel for data management
- Analysed over 2,180 Instagram posts to pull out insights into Starbucks' glocalization strategy and how they made themselves "Indian" to become more people-centric in the Indian market, emphasizing inclusivity, community-building in their marketing strategy and human-centricity

**Collabo-A Collaborative Workspace for Artists Across Mediums (Score: 40/40, Trimester 5– 2021)**

- Developed a Mock Business Pitch for the Head of McKinsey India
- Designed a plan for a platform to cater to amateur and aspiring artists, who are in the age group of 18-21 in the Music and Video editing domains- a one-stop- shop for student artists to unlock their true potential; identified key challenges, constraints, and solutions for the same

## SKILLS

- **Research:** Qualitative and Quantitative Data Collection and Analysis
- **Strategy:** Brand positioning, Creative Strategy, Brand Architecture, Experience and Retail Strategy, Value proposition, Brand Voice, and Creative Writing
- **Design Tools:** Foundational knowledge of using Inkscape, Figma, Midjourney, DALL-E and other creative AI tools

## EXTRACURRICULAR ACTIVITIES

- Undertook the "Fundamentals of Graphic Design, Cal Arts" (completed July 2024) and "UI/UX Specialization, Cal Arts" (August 2024- Present) on Coursera
- Collaborated with two artists to release the track "Khuld" as a singer on Spotify, Apple Music, and Amazon Music (2021)
- Served as Club Representative and Head of the Events Department for Antara– Krea University's Music Club; drafted Krea's first Music Club Charter and established the structure for club representatives (2020-21)
- Participated as a Panellist for a talk on "Youth and Social Media", organized by Project XX Foundation (2020)
- Functioned as an orientation committee member and led the Tech and Social Media teams to host and assist over 130 students, collaborating with a 6-student team to curate and execute SIAS's first online orientation (2020)
- Volunteered at multiple Animal Charity hospitals such as RESQ Charitable Hospital and Trust Pune, YODA Mumbai, Saahas for Animals Pune (2019- Present)
- Completed the Arangetram (8 years) under Guru Uma Tilak at *Kalaniketan* and achieved 4 Tilak Maharashtra and 5 Gandharva certifications for Bharatanatyam (2007-15); participated in the Marathi T.V. talk show 'Chala Hawa Yeu Dya' (2015) and performed at various events at Krea University as a classical Bharatanatyam Dancer (2015-22)