



SAMPRITA DAS

MARKETING & PR

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Bengaluru, India

WORK HISTORY

Assistant Manager - Marketing & PR

Four Seasons Hotel • Jan 23 - Present • Bengaluru

- Manage & oversee local agencies (Creative agency, PR agency & Social Media Agency) to deliver objectives as per global brand campaigns & property level campaigns.
- Development of marketing collaterals & creative assets
- 360 degree Marketing Plan for monthly promotions & events.
- Yearly promotional strategy and budgeting as per corporate brand guidelines.
- Social Media plan & Meta Ads strategy
- Planning & management of hotel content shoots
- Market Research & Competitor Analysis
- PR Events, Partnerships & Collaborations
- Website Management (Content & SEO)

Marketing Intern

Chic-a-Boo • May 22 - Jul 22 • Milan

- Influencer Research & database management
- Content ideation
- Retail Market Research - UK, Germany & Italy

Brand Management Intern

KA Hospitality • Feb 22- Mar 22 • Mumbai

- Managed & promoted Yauatcha on social media .
- Management of promotional activities & Influencer databases .
- Competitor analysis for Yauatcha & Hakkasan
- Data preparation for monthly review meetings
- Development of marketing materials

Marketing and PR Intern

The Wow Life • Jun 21- Jul 21

- Market research for the upcoming service.
- Research, Correspondence & Follow-up with influencers and podcasters for collaborations.
- Community engagement on LinkedIn

EDUCATION BACKGROUND

Vellore Institute of Technology, Vellore

*Bachelor in Technology in Biotechnology
2016-2020*

Politecnico di Milano, Milan x SP Jain

*School of Global Management, Mumbai
Masters in Global Luxury Goods and Services
2021- 2022*

HARD SKILLS

Microsoft Powerpoint

Canva

Microsoft Excel

360 Marketing Plan

Brand Management

Competitor Analysis

Content Strategy & Creation

Public Relations

Event Planning

Copywriting

KEY PROJECTS

- Four Seasons Festive Showcase 2024
- Orchestrated art exhibits and sales for hotel's art gallery, with a sale of ₹5 Lakhs within a 7-month period
- Website Photoshoot for the hotel
- Launched hotel's newsletter

ACHIEVEMENTS

- Employee of the month- June 2023 and nominee for Employee of the Year 2023
- Special Recognition 2024

LANGUAGES

English

Fluent

Italian

A2

Hindi

Fluent