



# SAMPRITA DAS

Brand Marketing Strategist

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Revenue focused marketing professional with 3+ years of experience in brand strategy and PR. Skilled in leading data driven 360 degree campaigns, brand partnerships, consumer facing narratives, curated experiences and aesthetic storytelling, aligning agencies and team to drive measurable business impact.

## EXPERIENCE

### FOUR SEASONS HOTEL, BENGALURU

Assistant Manager - Marketing & PR | Jan 2023 - Present

- Managed and directed external agencies (Creative, PR, SEO and Social Media) to execute global brand campaigns and property-level activations, ensuring consistency with Four Seasons' international brand standards.
- Led end-to-end development of marketing collaterals and creative assets, translating brand strategy into compelling visual and written communication across print and digital channels.
- Designed and executed 360° integrated promotional marketing plans F&B, Rooms & Wellness, aligning messaging across owned, earned, and paid media.
- Drove annual promotional strategy and budget planning in accordance with corporate brand guidelines, balancing business objectives with brand integrity
- Developed and implemented Social Media content calendars and Meta Ads strategies focused on awareness, lead generation and conversion, resulting in a 26% reduction in CPC.
- Spearheaded full-scale content production shoots, overseeing creative direction, vendor coordination, and on-ground execution
- Conducted ongoing market research and competitor analysis to identify positioning opportunities and inform strategic brand decisions
- Orchestrated high-profile PR events, brand partnerships, and collaborations to enhance visibility and strengthen brand equity in the market.
- Managed website content and SEO strategy to improve organic discoverability, increasing monthly unique visitors by 12%.
- Managed OTA platforms to ensure consistent product positioning, achieving a 14% increase in channel-specific conversion rates.

## SKILLS

### Brand & Marketing Strategy

Positioning & Messaging, GTM Strategy, Stakeholder Management, Strategic Partnerships, Sales Enablement, Market Research, A/B Testing, AI led Marketing, Creative Direction, PR Events, P&L, Media Relations.

### Digital & Data

Adobe Analytics, Power BI, Meta Business Suite, Revinate, ChatGPT, Claude, Midjourney

### Creative & Project Management

Canva, Notion

## ACADEMICS

### Vellore Institute of Technology, Vellore

BTech in Biotechnology  
2016-2020

### Politecnico di Milano, Milan, Italy

Masters in Global Luxury Goods & Services  
2021 - 2022

## PROJECTS

- Led Four Seasons Festive Showcase 2024
- Directed website photoshoots and 360° VR tours to enhance digital sales toolkit and online user experience.
- Strategised & launched hotel's newsletter, establishing recall value and brand awareness.

## INTERNSHIPS

### Chic-a-Boo, Milan, Italy

Market Expansion Research, Content & Influencer Strategy

### The Wow Life

Market Viability Research, Media Outreach, B2B Community Growth

### Yauatcha & Hakkasan

Digital Presence, Competitive Intelligence & Data Reporting

## ACHIEVEMENTS

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