



# Asmita Bhattacharjee

Designer , Marketer , *Creative ninja*



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 / [Asmita Bhattacharjee](#)

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Let's get sparking on *magic* and *noise*,  
shall we?  
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## Personal Values

Dedication	Cooperation
Curiosity	Flexibility
Accountability	Openness
Innovation	Punctuality

## Skills

Concept Photography	Hootsuite
Video editing	Semrush
Storyboarding	Metricool
Illustration	Canva
Corel Draw	Content Strategy
Adobe Photoshop	Adobe InDesign
AutoCad	Social Media Management

## Interests



## Languages

English	██
Bengali	██
Hindi	██
French	██

## Projects

Capsule design projects | **Zanzibar Living**  
REMOTE | JANUARY 2023 - FEBRUARY 2023

"Paradigm Shift" jewelry capsule | **ANATINA**  
REMOTE | MARCH 2022 - JULY 2022

Evil Eye - contributing design series | **BE NIMAI**  
NEW DELHI | FEBRUARY 2019 - APRIL 2019

Craft based projects | **NEELA and Madhur Kathi**  
IN ASSOCIATION WITH NIFT | 2017 - 2019

## Education

**National Institute of Fashion Technology**  
Kolkata, India

**B.Des | Lifestyle Accessories - Jewelry**  
2015 - 2019 | CGPA 8.1

**Auxilium Convent School**  
Kolkata, India

**2002 - 2015**  
ICSE - 86.4% | ISC - 89%

## Work Experience

**Social Media Strategist - Associate at Kofuku**  
Social media strategy | Team handling | Content planning  
KOLKATA | MARCH 2023 - PRESENT

**Media and Content Lead at KAOAPH**  
Social media handling | Content Creation | Web design  
PUNE | OCTOBER 2021 - MARCH 2023

**Junior Designer and Marketer at Vasundhara**  
Co-design | Social Media Marketing | Photography  
KOLKATA | OCTOBER 2019 - OCTOBER 2021

**Design Internship at Be Nimai**  
Jewelry prototyping | Marketing  
NEW DELHI | NOVEMBER 2018 - APRIL 2019

**Design Internship at Theatro Dhora**  
Co-design | Marketing | Visual Merchandising  
JAIPUR | JUNE 2018 - JULY 2018