

# ASMITA BHATTACHARJEE

Kolkata, West Bengal, India

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## Education

### Bachelor in Design

National Institute of Fashion Technology  
Kolkata, India

*July 2015–2019*

Overall CGPA : **8.1/10**

One of the batch rankers with a full score in Graduation Project – Grade “A” awarded with 22.0/22.0 credits

### Higher Secondary Education, 12th Grade

Board : ISC | Overall score : **89%**

*March 2015*

### Secondary Education, 10th Grade

Board : ICSE | Overall score : **86.1%**

*March 2013*

## Relevant Experience

### Brand and Media Strategist – Associate

**Kofuku Technologies PVT LTD** | Kolkata, India

*March 2023– present*

**Core profile** : Brand Strategy, Social Media planning and bucketing, Content vetting, External and Internal communications, Team handling, Ad management, User profile study, Media Community handling

### Media and Content Lead

**KAOAPH** | Pune, India

*November 2021 – March 2023*

**Core profile** : Holistic content planning and execution, Internal and External communications, Brand collaborations and events, Website design, Product photography and collection forecasting, AD Campaigns

### Junior Designer and Marketer – Digital

**Vasundhara Creative LLP** | Kolkata, India

*October 2019 – October 2021*

**Core profile** : Digital footprint building on Instagram and Facebook, AD Campaigns, Website design for brand vertical called “Slate”, Product photography

## Internship Experience

### Graduation Project – Design Intern

**BE NIMAI PVT LTD** | Delhi, India

November 2018 – December 2019

Jewellery prototyping, Visual merchandising

### Summer Internship – Marketing

**Teatro Dhora** | Jaipur, India

June – July 2018

Design and Visual Merchandising

## Projects

"Paradigm Shift" – a capsule jewellery collective  
**ANATINA** | Remote

**March – July 2022**

A capsule of larger-than-life statement jewellery pieces as a part of ANATINA's Fall 2022 collection launch

Pilot jewellery collection  
**"THE GOLD TYPE"** | Remote

**June – December 2021**

A capsule collaborative initiative to design thematic pieces for celebrity endorsements – as seen on Huma Qureshi for Travel & Leisure Magazine, South Asia 2021 edition ; Vidya Balan for Punit Balana, and various other brand collaborations

"NO NAZAR" – a contributing design series  
**BE NIMAI PVT LTD** | Delhi, India

**January 2019**

A loyalty-based charm collection on evil eyes in collaboration with Nimai's in house design collective, made of ceramic and metal inlay

Funded Craft Integration project – NEELA and Sabai Kathi  
**In association with NIFT and Rural Art and Cultural Hub, West Bengal |**  
Shantiniketan, West Bengal, India

**2017 – 2019**

Selected to be **one of the six** candidates from a batch of **58 students** to deliver instructional design and media promotion to elevate market visibility and aid sustainable design solutions

## Skills

Social Media  
META Ads Manager  
Photography  
Video editing  
Storyboarding  
Illustration  
Corel Draw  
Adobe Photoshop  
AutoCad  
Wix Builder

Hootsuite  
Semrush  
Metricool  
Canva  
Content Strategy  
Adobe InDesign  
Vetting and bucketing  
Google AdSense  
WordPress  
Shopify

## Non-academic aptitudes

- Distinction holder in the State level art examination organized by the **Bangiya Sangeet Parishad**, amongst **200 qualifying candidates** across the state of West Bengal, from year **2005 to 2018**
- Professional trained in Classical Musical from the stalwarts and students of the **Agra Gharana**
- Lead the High School leaders committee as the **Head Prefect – 2014–2015**