

# Shubham Shah

## BRAND MANAGER

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Marketing strategist with a passion for brand storytelling, consumer insight, and cross-channel campaign design. With experience in luxury and lifestyle markets, I combine analytical thinking with creative execution to build emotionally resonant, consumer-first brand experiences. Adaptable, collaborative, and culturally aware, I bring both strategic clarity and human sensitivity to every project.

## EDUCATION

### Savannah College of Art and Design (SCAD)

Aug 2024 – May 2026 Atlanta, GA  
Masters in Luxury & Brand Management

### Navrachana University

Oct 2021 – May 2024 Gujarat, India  
Bachelors in Business Administration

## AWARDS & CERTIFICATIONS

### Academic Awards:

Gold Medalist – Navrachana University, 2024  
Top 20 Project – Design for Change, 2021  
Best Business Award – NUV-VYAPAAR, 2022  
Founder – Social Outreach Club, 2022

### Certifications:

Inside LVMH  
Value Added Certification Course on Skill Enhancement  
Certification Course on Integrated Marketing Communications Strategies

## EXPERIENCE

### Project Manager & UX Campaign Designer - SCADPro x Deloitte

Jan 2025 – March 2025 Atlanta, GA

- Spearheaded the design of a Real ID mobile application, developing user flows and system architecture tailored to TSA and DHS compliance.
- Created a digital referral strategy to enhance adoption among Gen Z travelers, emphasizing trust and ease of verification.
- Developed consumer personas and mapped detailed digital journey touchpoints, highlighting key friction points and opportunity zones.
- Led the creation of a cross-channel marketing campaign deck, delivering strategy presentations to Deloitte partners and SCAD leadership.

### Promotions Assistant - Savannah College of Art and Design

Sep 2024 – Jan 2025 Atlanta, GA

- Orchestrated wellness-themed promotional campaigns that drove a 25% increase in social media engagement within 6 weeks.
- Designed and managed on-campus event activations in collaboration with the SCAD wellness team to boost student participation.
- Developed content calendars and collaborated with student influencers to shape brand voice across SCADfit platforms.

### Finance Intern - Oriental Aromatics

May 2023 - July 2023 Mumbai, India

- Processed ₹1 crore in tax and GST documentation using SAP, maintaining a 100% accuracy rate under tight reporting deadlines.
- Re-engineered internal tracking systems for financial reporting, improving workflow efficiency by 15%.
- Delivered analytical dashboards summarizing monthly financial performance, supporting the leadership team in audit preparation.

### Social Work Intern - Pratibha Foundation (NGO)

July 2022 - Aug 2022 Gujarat, India

- Conceptualized and executed awareness materials (flyers, posters, presentations) for social outreach campaigns across Mumbai slums.
- Facilitated aid programs reaching 200+ underprivileged individuals, with focus on education and menstrual hygiene awareness.
- Liaised with NGOs and city agencies to organize on-ground volunteer efforts and manage logistics for weekend campaigns.

## SKILLSET

### Technical Skills:

Photoshop, Premier Pro, InDesign, Lightroom, Figma, Microsoft 360, MidJourney, HTML/CSS, WordPress, Power BI, Keynote, SAP, ChatGPT, Microsoft Copilot AI.

### Design/Creative Skills:

Social Media Strategy, Content Creation, Website Development, Collaboration and Teamwork, Adaptability, Attention to Detail, Communication, Problem-Solving, Cultural Awareness, Leadership, Presentation Skills, Consumer Insight Analysis, Brand Storytelling