

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.

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, Campaign Performance Tracking, Competitive and Market Research, Communication, Sales and Engagement Reporting, Cultural Awareness, Leadership, Presentation Skills, Consumer Insight Analysis, Brand Storytelling.

AWARDS & CERTIFICATIONS

Academic Awards:

Gold Medalist – Navrachana University, 2024

Founder – Social Outreach Club, 2022

Top 20 Project – Design for Change, 2021

Certifications:

Inside LVMH

Certification Course on Integrated Marketing Communications Strategies

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

EXPERIENCE

ZDG LLC

Social Media Marketing Intern | New York | March 2026 - Present

- Managed ZDG's LinkedIn content planning and publishing, developing and executing a structured editorial calendar that improved engagement rates by 25%+ and ensured consistent brand voice.
- Created, scheduled, and optimized 3–5 weekly posts, contributing to a 30% increase in follower growth and enhanced audience interaction through refined copy and visual coordination.
- Monitored performance metrics including impressions, engagement, and click-through rates, providing data-driven insights that improved overall content effectiveness by 20%.
- Supported marketing and operational functions by assisting in client proposal development, website content updates, and administrative tasks, including handling insurance claims and coordinating internal documentation processes.

SCADPro x Deloitte

Project Manager & UX Strategist | Atlanta | Jan 2025 – March 2025

- Spearheaded the design of a Real ID mobile application, developing user flows and system architecture tailored to TSA and DHS compliance.
- Built user journeys and mapped content flows aligned with conversion, trust, and usability principles.
- Conducted consumer and behavioral research to identify friction points and optimization opportunities across digital touchpoints.
- Analyzed engagement patterns and translated insights into data-backed strategy recommendations for stakeholders.

Oriental Aromatics

Finance Intern | Mumbai | May 2023 - July 2023

- 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.