

# Shubham Shah

Brand Manager  
Strategist and Planner

## Education

**Savannah College of Art and Design,  
Atlanta, GA | Spring 2026**  
M.F.A. in Luxury & Brand Management

**Navrachana University  
Gujarat, India | Spring 2024**  
Bachelors in Business Administration

## Awards

**Gold Medalist**, Navrachana University (2024)  
**Founder**, Social Outreach Club (2022)  
**Top 20 Project**, Design for Change (2021)

## Certifications

Inside LVMH  
Certification in Integrated Marketing  
Communications Strategies

## Skills

**Strategy & Marketing:** Brand Strategy, Consumer Insight, Market Research, Trend Analysis, Campaign Development, Content Strategy, Social Media Strategy

**Tools & Platforms:** Adobe Photoshop, InDesign, Premiere Pro, Lightroom, Figma, Canva, Keynote, MidJourney, Microsoft 365, Power BI, WordPress, HTML/CSS, SAP, ChatGPT, Microsoft Copilot AI, Squarespace

## Experience

### ZDG LLC

**Social Media Intern | New York | March 2026 – Present**  
Managed LinkedIn content planning and publishing through a structured editorial calendar. Created weekly content and tracked performance to refine strategy. Supported proposals, website updates, and internal marketing operations. Coordinated with teams to maintain brand consistency across communication touchpoints.

### Savannah College of Art and Design

**Fashion Resource Monitor | Atlanta | Nov 2025 – Jan 2026**  
Managed trend forecasting tools, publications, and material archives in SCAD's Fashion Resource Room. Assisted students and faculty in using fashion and forecasting resources. Supported inventory, protocols, and daily operations. Helped maintain an organized learning space for research and resource access.

### SCADPro x Deloitte

**Project Manager | Atlanta | Jan 2025 – March 2025**  
Developed user flows and system structure for a Real ID app concept. Conducted research to identify friction points across the user journey. Translated findings into usability and trust-focused recommendations. Helped shape a more seamless and consumer-friendly digital experience.

### Oriental Aromatics

**Finance Intern | Mumbai | May 2023 – July 2023**  
Processed tax and GST documentation with accuracy and speed. Improved internal tracking and reporting workflows. Supported financial summaries and audit preparation. Assisted in maintaining organized records for smoother financial review processes.

## Projects

**Sensory Packaging Research** | Thesis | 2026  
**Philips: No More Dark Corners** | Social Impact | 2025  
**Bode: Court & Club** | Brand Expansion & Distribution | 2025  
**Augustinus Bader: Hamptons Summer Lab** | Store Design | 2025  
**The Row Home** | Brand Extension | 2025  
**Vivienne Westwood: The Punk Priestess** | Brand Exhibition | 2025