

# 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  
Lextant Ideal User Experience Framework  
Certification in Integrated Marketing  
Communications Strategies

## Skills

**Strategy & Marketing:** Brand Strategy, Social Media Strategy, Digital Marketing, Brand Positioning, Campaign Development, Content Strategy, Copywriting, Editorial Calendar Management, Consumer Insight, Trend Analysis, Competitor Research, Performance Analytics, Engagement Metrics

**Tools & Platforms:** Adobe Creative Suite, Instagram, LinkedIn, TikTok, Canva, Figma, CapCut, iMovie, Keynote, Meta Business Suite, Google Analytics, Microsoft Dynamics CRM, Power BI, WordPress, HTML/CSS, SAP, ChatGPT, Microsoft Copilot AI, Squarespace, Gemini, Claude

## 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, contributing to a ~30% increase in engagement, ~50% growth in impressions, and a ~20% rise in profile visits. 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, supporting 100+ students weekly. Assisted students and faculty in using fashion and forecasting resources. Supported inventory and daily operations, helping reduce material misplacement by ~20%. Maintained 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 5+ key friction points across the user journey. Translated findings into usability and trust-focused recommendations. Coordinated across cross-functional teams to deliver project milestones on time and helped shape a more seamless and user-friendly digital experience.

### Oriental Aromatics

**Finance Intern | Mumbai | May 2023 – July 2023**  
Processed tax and GST documentation with accuracy using SAP software. Improved internal tracking and reporting workflows, reducing data retrieval time by ~25%. 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**