

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

Certification in Integrated Marketing
Communications Strategies
Inside LVMH
Lextant Ideal User Experience Framework

Skills

Strategy & Marketing: A/B Testing,
Brand Strategy, Brand Storytelling, Campaign
Development, Clienteling, Competitor
Research, Consumer Insight, Content
Strategy, Copywriting, Email Marketing, Meta
Ads Manager, Omnichannel Strategy,
Performance Analytics, Retail Operations,
SEO, Social Media Strategy, Trend Analysis,
Visual Merchandising

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

Experience

ZDG LLC

Brand Strategy & Content Intern | New York | March 2026 – Present

Grew brand visibility across LinkedIn by 30% in engagement, 50% in impressions, and 20% in profile visits by developing a structured editorial calendar, testing content formats to identify top performing messaging, and translating brand positioning into consistent weekly content across all digital touchpoints. Supported website SEO updates, email marketing operations, and omnichannel campaign execution by coordinating with internal teams to produce client ready proposal documents, pitch presentations, and marketing assets aligned with client requirements.

Savannah College of Art and Design

Fashion Resource & VM Associate | Atlanta | Nov 2025 – Jan 2026

Reduced material misplacement by 20% and improved resource accessibility for over 100 students weekly by independently redesigning the Fashion Resource Room through a decade and style based curatorial system spanning nautical, embroidered, and avant garde movements. Coordinated experiential programming and event support for faculty led sessions by managing garment checkouts via the Web Check Out inventory system and delivering personalized guidance on luxury market publications, fabric swatches, trims, and seasonal forecasting tools.

SCADPro x Deloitte

Campaign & Strategy Lead | Atlanta | Jan 2025 – March 2025

Designed a multichannel brand campaign architecture across three consumer personas: families, business travelers, and leisure travelers, spanning OOH, paid social media, influencer activations, in airport signage, and rideshare integrations. Translated consumer journey research into an experience design blueprint addressing friction across six touchpoints, producing strategic recommendations that repositioned Real ID compliance as a seamless, trust driven consumer experience.

Tira Beauty

Marketing Intern | Mumbai | May 2024 – July 2024

Managed one of Tira's largest and highest revenue contributing skincare portfolios, spanning 45+ brands including leading Korean beauty labels, homegrown Indian brands, and international brands launching in the Indian market via distributor partnerships. Built and executed 360-degree marketing strategies for individual brand launches, coordinating go-to-market planning and campaign execution from concept through launch.

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