

Anshika Doogar

Creative Strategist & Brand Services

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PROFESSIONAL SUMMARY

A creative thinker who turns cultural insight and audience behaviour into ideas, narratives, and content that get noticed. That instinct is grounded in strategy, from category-trend analysis to go-to-market planning, and carried through hands-on execution, shoots, content calendars, copywriting, and day-to-day brand management for clients across real estate, F&B, fashion, sports and education.

EXPERIENCE

Brand Manager | [Oddly Studios \(formerly Toast Marketing\)](#) *Kolkata, WB (On-site) | Dec 2025 – Apr 2026*

- Revived a dormant fashion label's Instagram account ([1999AD](#)) as measured by 80K+ organic views and 53K+ accounts reached in 90 days, by repositioning creative strategy around consumer insight for a millennial-to-middle-aged audience.
- Grew a bar & restaurant client's ([Rumors](#)) Instagram following from 1,689 to 3,560+ as measured by follower and engagement growth, by translating seasonal trend analysis and staff storytelling into an audience-first content calendar.
- Directed creative strategy and content approval across a multiple brand portfolio spanning F&B, fashion, and education, by coordinating structured content calendars with client and creative teams.
- Lifted engagement for education consultancy client [Kritika Bagaria Associates](#) above account average, by building personal branding-led content grounded in audience research.
- Conceptualized and directed photo/video shoots, content pieces produced per month across the 3-brand portfolio, by translating each brand's tone into scroll-stopping visual direction and on-brand copywriting.

Content & Performance Marketing Intern | [The Nile Mile](#) *Kolkata, WB (Remote) | Mar 2025 – Apr 2025*

- Grew engaged followers as measured by a 30% increase for a sports management brand, by running and translating Meta Ads performance data across platform advertising formats into a revised content mix and creative targeting strategy.

Brand Strategy & Management Intern | [Onism Creative Hub](#) *Kolkata, WB (On-site) | May 2024 – Jul 2024*

- Built strategy decks and creative concepting for 5 concurrent clients across F&B, fashion, and lifestyle as measured by narrative-led campaign direction delivered for brands including [The Barge Company](#), The Lavender Label, Wespret, Istya, and Earthbags, by translating consumer insight into category-trend analysis.
- Created 30+ narrative-led creative assets, including reel scripts and copywriting, as measured by finished, on-brand content across 5 client accounts, by turning approved strategy into execution-ready deliverables.
- Coordinated the [Bluorng x Onism](#) experiential pop-up aligning between creative, production, and account teams.
- Presented strategy decks and mood boards directly to clients by translating research and audience insight into client-ready creative narratives.

Creative & Content Intern | Rotary India Literacy Mission *Kolkata, WB (On-site) | May 2023 – Jun 2023*

- Expanded literacy outreach helping increase the number of learners reached across West Bengal, by designing and distributing IEC assets across teaching centres.
- Directed testimonial video shoots and edits for donor campaigns helping increase donor engagement, by producing outreach and awareness content.

RESEARCH & PUBLICATIONS

Institutionalisation of Kathakali | Discover India Program *Cheruthuruthi, Kerala | September 2023 – March 2024*

- Conducted a 9-month interdisciplinary research project on Kathakali's institutionalisation at Kerala Kalamandalam.
- Applied qualitative research methods including field interviews, performance analysis, and literature review to develop a data-backed research narrative.
- Produced a documentary, research paper and visual presentation which earned 1st place for Best Documentary, 2nd overall in university rankings, and selected for NAAC A++ Accreditation Committee showcase.

EDUCATION

FLAME University | Pune, Maharashtra | BBA, Digital Marketing & Communications, Minor: International Studies | 2022 – 2025
Lakshmipat Singhania Academy | Kolkata, West Bengal | CBSE | Graduated 2022

SKILLS

Strategy & Research: Brand Positioning & Narrative Development, Consumer & Audience Research, Cultural & Trend Analysis, Category Analysis, Campaign Ideation & Concepting, Qualitative Research, Go-to-Market Strategy

Content & Brand Management: Content Creation, Creative & Visual Direction, Brand Management, Content Calendar Planning, Social Media Strategy, Brand Services

Client & Team: Client Presentation & Stakeholder Communication, Account Management, Cross-Functional Collaboration, Project Coordination, Performance Analysis & Optimization

Tools: Meta Business Suite, Meta Ads Manager, Google Analytics, Instagram Insights, Canva, Figma, Google Workspace, Microsoft Office, VN Editor, Claude (AI, MCPs, Cowork, Code), ChatGPT, Gemini, ElevenLabs, ManyChat

Languages: English (Fluent), Hindi (Native), Bengali (Conversational)

LEADERSHIP & ACTIVITIES

FLAME University (2022–2025): PR & marketing lead for Film Club and Fashion Club; Her Campus marketing team; Student Welfare Committee (infrastructure); 1st Runner-Up, FLAME Kurukshetra "Marcurious" marketing competition.

Earlier: Toastmasters Virtuo Gavel Club President (2020–2021); Event Head, exeBIT "e-press" and IRIS "Actrovert" (2020–2022).