



Sakshi Keshri

Marketing Design
Manager

Contact

+ (91)9344445872

snkeshri368@gmail.com

linkedin.com/in/sakshi-k-75b07a172

About Me

Creative and strategic Marketing Design Manager with a background in marketing and design over 6 years of experience across fashion, home, and kitchen appliance industries. Proven in product development, brand building, campaign execution, and cross-functional leadership, with a focus on delivering engaging, value-driven consumer experiences across global and digital-first platforms.

Personal skills

- Creative Thinker
- Reliable Professional
- Organised Planner
- Time Management
- Team Player
- Fast Learner
- Self-Motivated

Education



Executive Education Brand & Product Management
Indian Institute of Management Rohtak | 2025



Bachelor of Design - Leather Design
National Institute of Fashion Technology, Kolkata | 2015 - 2019



Experience



Marketing Design Manager
LLM Appliances Private Limited (Chennai) | 2023 - Present

LLM is a legacy brand with 50 years of expertise in premium cookware and kitchen appliances, now endorsed by celebrity chef Kunal Kapur. It owns the brands VB Dace and Dace. Before the merger, Butterfly Appliances was also part of the LLM portfolio.

- Led complete brand revamps for LLM and Dace — including logo redesign, color theme, brand identity development, packaging overhaul, and website relaunch to establish a modern, cohesive brand presence.
- Managed end-to-end product launch activities for VB Dace — from benchmarking and demo video production to user manual creation and legal metrology compliance.
- Coordinated celebrity photoshoots and ad film productions, ensuring high-quality content that effectively represented the brand persona.
- Independently executed a major trade show — overseeing vendor selection, budget negotiation, logistics, and on-ground execution for a seamless brand showcase.
- Won the “Innovative Product Award” at HGH as part of the team, recognizing excellence in product innovation.
- Managed and updated the product catalog to ensure accuracy, consistency, and alignment across all sales and marketing channels.
- Directed multiple creative and marketing agencies, providing brand guidelines and strategic oversight for unified campaign execution.
- Collaborated with sales, product, and digital teams to maintain brand consistency across all consumer touchpoints.
- Conducted market and consumer research to shape brand strategy, product development, and positioning.
- Developed cohesive content for social media, packaging, websites, and point-of-sale in collaboration with internal teams and external partners.
- Led ATL and BTL media planning and execution, strengthening brand equity and driving consumer trial and loyalty.
- Tracked and analyzed marketing performance data, generating insights to optimize future campaigns and initiatives.
- Supported influencer partnerships, strategic brand collaborations, and event sponsorships to enhance visibility and consumer connection.
- Managed website assets, banners, and product listings in coordination with the agency on a weekly basis, incorporating post-purchase customer insights from the support team to refine user experience.
- Developed pitch decks to represent the brand during external on boarding and collaboration meetings.

Professional skills

- Brand Strategy
- Creative Direction
- Product Launches
- Campaign Execution
- Packaging Design
- Content Development
- Photoshoot Production
- Digital Marketing
- Brand Revamp
- Trade Show Management
- Stakeholder Management
- Influencer Marketing
- Market Research
- Vendor Management

Software Skills

- Adobe Creative Suite
(Photoshop, Illustrator, InDesign, etc.)
- CorelDRAW
- Canva
- Figma
- Microsoft Office (Word, Excel, PowerPoint)
- Shopify
- ERP Software

Languages

- English: Professional
- Hindi: Working Proficiency
- Bengali: Native
- Tamil: Conversational



Product Design Executive

Fusion De Nova Private Limited (Chennai)

2022 - 2023

Denova specializes in crafting distinctive, stylish, and sustainable lifestyle and accessory products using natural materials such as jute, seagrass, and other natural fibers.

- Designed and developed a range of home and lifestyle accessory products — including bags, decorative objects, lampshades, mirrors, display furniture, and natural fiber wicker baskets — from concept to final design, primarily for European, US, and Indian e-commerce platforms.
- Conducted research on emerging trends and materials to support new product development.
- Created tech packs, mood boards, color palettes, and concept boards based on trend forecasting.
- Collaborated with cross-functional teams — including product development, engineering, and marketing — to ensure product designs met quality standards and customer expectations.
- Communicated with international buyers to understand their preferences and curated product selections to meet their market needs.
- Coordinated with vendors and suppliers to source and develop new materials, ensuring timely delivery and quality control.
- Styled lifestyle photoshoots and contributed to the development of marketing materials, including product catalogues, brochures, and social media ads.
- Showcased products at international exhibitions such as IHGF Delhi Fair and Ambiente Messe Frankfurt, receiving positive feedback from industry professionals and buyers.
- Planned floor layouts and designed category-wise display spaces for exhibitions, while coordinating remotely with contractors for booth construction.



Accessory Designer

Tritan Leather Works Pvt Ltd (Chennai)

2019 - 2022

Tritan is an award-winning fashion accessories manufacturer based in Chennai, offering leather and PU goods across global markets with a strong focus on quality, design, value, and delivery.

- Managed the product development process from conception to final styling.
- Communicated technical design information to clients and suppliers.
- Designed and developed goods collections for a variety of brands such as Levi's, Calvin Klein, Tommy Hilfiger, Guess, Zimmermann, etc.
- Coordinated with the teams working in two units (Sourcing Manager, Sample Development Manager, etc.) to bring items from the briefing stage to product creation by providing exact specifications for the development of the product line.
- Documented all the style files and in-house fixed assets, and updated the sample input and output tracker on a weekly basis.



Design Intern

Sayee Leathers(Chennai)

2019

- Completed my Graduation project, which involved making two collections of handbags.
- Developing designs, sourcing the correct materials, exploring surface development techniques, digitally creating a tech pack with design specifications, making prototypes, and finalizing the product.