

# NIHARIKA CHANDRASEKAR

STRATEGIST +  
CREATIVE

## CONTACT

(248)-425-8224

NIHACHANDAR@GMAIL.COM

@INDIEPEACOCK

## PERSONAL HISTORY

As a micro-influencer for 5 years, I share my insights to improve strategy for growing Gen Z brands and create engaging content for beauty + fashion brands.

## SKILLS

- Brand strategy
- Social media strategy
- Marketing
- G-suite
- SEO and Google Analytics
- Project management
- Event planning
- Microsoft Excel
- Python
- Market research
- Content Production

## EXPERIENCE

### DIRECTOR OF MARKETING

THE PARACHUTE MEDIA | SEPTEMBER 2020 - PRESENT

- Handles creative aspects + social marketing for client campaigns (editorial & event production)
- Manages consulting + research for onboarded clients
- Provides support for internal marketing efforts
- Tracks marketing team's projects + efforts to ensure clients are getting a 360° Parachute campaign experience

### CONTENT CREATOR

INDIEPEACOCK | MAY 2015 - PRESENT

- Create content and carry out campaigns that align with the brand's initiatives
- Maintain a consistent creative personal brand engaging with 3,000 followers
- Analyze post analytics to develop more effective content and strategies for future campaigns.

### MARKETING MANAGER

YOGAFIT BRANDS | JUNE 2019 - MAY 2020

- Work closely with the CEO, Beth Shaw, to develop her company, YogaFit, through social media campaigns and nationwide speaking arrangements
- Spearheaded marketing efforts for CEO's book "Healing Trauma with Yoga" with podcast features, digital mindfulness series, and a 700 member book club to share practices.

### MARKETING INTERN

COLLEGE FASHIONISTA | JANUARY 2018 - MAY 2018

- Cataloged community members for better engagement across multiple partnerships and campaigns
- Provided creative and actionable brand partnership ideas
- Worked with major brands such as: Target, Walgreens, Victoria's Secret, and CW.

## EDUCATION

### BACHELOR OF ARTS, MAJOR IN ECONOMICS

NEW YORK UNIVERSITY | 2017 - 2021

- Minor in French
- Director of Productions at TEDxNYU
- Social Media Manager at NYU.Fashion