



MITALEE DESHPANDE

CONTENT MANAGER

PERSONAL PROFILE

MBA Graduate with industry experience in India and Paris in global fashion media, styling and retail. I'm eager to evolve with this fast-paced and ever-changing data-driven but highly creative content industry.

AREAS OF EXPERTISE

Strategy Planning
Optimizing content and technology
Traditional and digital marketing
Community Engagement
Creative mindset and writing skills
Curiosity and adaptability

SKILLS

Photoshop
Illustrator
InDesign
Premiere Pro

INTERESTS

Flat Illustration
Photography
Poetry writing

CONTACT INFO

Email: mitalee10@gmail.com
LinkedIn: @mitaleedeshpande

WORK EXPERIENCE

ASSISTANT CONTENT MANAGER

Picafloor International | Sept 2020 - Jan 2021

- Planning, implementing, managing, and monitoring social media
- Measure and test social strategies using analytical tools
- Community Engagement

COMMUNICATION ASSISTANT

Picafloor International | Jan 2020 - July 2020

- Social Media Content management
- Copywriting for the web magazine
- Community management

CORRESPONDENT

Just URBANE | Jan 2018 - Aug 2018

- Content writing for the magazine and website
- Shoot co-ordination and wardrobe procurement
- Communication and PR

ACADEMIC HISTORY

IFA PARIS

MBA in Global Fashion Media | Sept 2018 - Sept 2020

Focusing on digital communication tools and visual expression
GPA: 3.24
Wrote a Thesis on Fashion Killed Imagination
Aimed at uncovering the problem of unoriginality in fashion

SCHOOL OF FASHION TECHNOLOGY, INDIA

Bachelor of Design | 2013 - 2017

Specialization in Fashion Design
Understanding the need and dominance of the mass & customized markets
Award Won - Best Design Collection on the Ramp