

PRIYASHA SINHA

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Creative Strategist with 2+ years of experience developing influencer marketing and brand strategies for 25+ brands across BFSI, FMCG, Entertainment, Lifestyle, and Consumer Tech. Skilled in market research, campaign ideation, creator partnerships, and end-to-end campaign execution.

WORK EXPERIENCE

DENTSU SOKRATI

JAN 2026 - PRESENT

CREATIVE STRATEGIST

MUMBAI

- Developed influencer marketing strategies and client pitches for 25+ brands, including HSBC, Dish TV, Tata AIA, ITC, Okaya, Croma, Kotak 811, Hearzap, Emaar, Reliance brands and IDFC FIRST Bank.
- Led end-to-end influencer campaigns for Emaar, Tata Neu, Godrej Interio, and Dish TV, from strategy and creator sourcing to negotiations, execution, and campaign closure.
- Created insight-led pitch decks by conducting market research, competitor analysis, audience mapping, and campaign ideation, independently owning the final client presentations.
- Built and managed relationships with 150+ influencers across multiple genres, handling creator identification, commercial negotiations, and campaign coordination.

QYUKI DIGITAL MEDIA

JAN 2025 - DEC 2025

BRAND SOLUTIONS ASSOCIATE

MUMBAI

- Qyuki is one of the top influencer marketing agencies in India with top creators and owns top an auto channel called Motorbeam.
- Collaborated with motor beam for ideation, backend research for international and domestic markets.
- Anchored on screen for Mahindra with industry experts for Women's day
- Worked on various projects like MP govt, tourism campaign, Manasi Kirlorskar Tata personal twitter, Pure Botanics, Truemeds, Tata tele services, RR Kabel
- Contributed to innovative marketing strategies through research and trend analysis.

KINO WORKS

OCT-DEC 24

MARKETING CONSULTANT

MUMBAI

- Kino Works, a renowned film production company known for films like Pink, Piku, and Sardar Udham.
- Collaborated with the promotions and marketing team for the film "I Want to Talk."
- Managed on-set marketing operations and organized multiple screenings across the city.
- Created distribution plans for the film across India and overseas.
- Contributed to innovative marketing strategies through research and trend analysis.

DENTSU - Iprospect

AUG -NOV 24

SOCIAL MEDIA CONSULTANT

MUMBAI / HYBRID

- One of the largest global marketing and advertising agency networks in the world.
- Worked for clients across the banking, real estate and fashion sector
- Created monthly reports for the posts gone live to analyze trends.
- Worked on curating innovative ideas by researching for ongoing trends

TAP OUT

JUNE - AUG 2024

CO-FOUNDER

JAMSHEDPUR

- A platform designed to blend learning with enjoyment by organizing events and workshops aimed at educating, engaging and entertaining.
- Created engaging content and collaborated with local restaurants offering them increased footfall.
- Achieved 30+ signups for the event and gained 160+ Instagram followers in 10 days, enhancing brand visibility and community engagement.
- Organized two successful events in a span of 1 month and revenue generation of 60K.

HUMANS OF JAMSHEDPUR
CONTENT CURATOR INTERN

MAY 2024- JUNE 2024
JAMSHEDPUR

- A storytelling platform dedicated to sharing the diverse and compelling stories of people in Jamshedpur.
- Identified and shared potential stories weekly, expanded community reach, and engaged new followers.
- Created engaging marketing content, analyzed competitor strategies, and contributed to social media ideation.

MA+TH ENTERTAINMENT
MARKETING INTERN

MAY 2023-JULY 2023
MUMBAI

- A marketing agency that excels in crafting groundbreaking strategies for film campaigns and OTT platforms
- Worked on various films like 12th fail, Tejas, Veer Savarkar, Jengaburu and The great Indian rescue.
- Day to Day industry trend update, Background investigation for upcoming films, Marketing ideation and creating marketing pitches.
- Gained impactful insights on marketing tactics specially catered for the film fraternity.

NIHILENT
PROJECT MANAGEMENT INTERN

APRIL 2022 - JULY2022
MUMBAI

- An organization that drives human centric design and interaction and experience in solving problems of various brands like Kotak, Engen , Marlboro, etc.
- Worked on the website development, curation of 500 plus artworks and led the social media of 'ARTOREAL', gained 200 plus followers in a span of 30days.
- Day to Day back-office work, making presentations on various potential brands and prepared research decks.
- Gained perspective of design thinking and learned how to amplify and impact a brand.

THE HOME LAB
FOUNDER- SMALL BUSINESS

JUN 2020-2021
Jamshedpur

- An organic cruelty free skin care line.
- Our motto "feel better in your own skin".
- Worked from making products to advertising and marketing through social media.
- Profits increment by 75% in a span of 60days just through a single social media platform.

YASHAM FOUNDATION
SOCIAL MEDIA INTERN

JUN - JUL 21
Remote

- Led the social media team and gained 200 plus followers in a span of just 35days.
- Educated children from various parts of Mumbai through an online mode teaching.
- Worked on curating innovative ideas of teaching and educating people through various social platforms.

EDUCATION

SKILLS

Certification in Digital marketing and communication- MICA
2025-26

BA Graduate: Liberal arts
2020-24
Symbiosis international University - Pune

Commerce ISC
2018-2020
Carmel Junior College - Jamshedpur

- Communication skills
- Decision making
- Problem solving skills
- MS Office
- SEO
- CONTENT PLANNING
- Understanding Digital Consumer Behavior
- Generative AI in Marketing