

TOSHI KUMAWAT

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PROFILE

Creative and analytical first year management student at ESCP Business School, with experience in **digital marketing, brand development and campaign design** in an e-commerce brand. Passionate about using **data and design** to execute engaging, measurable and memorable marketing campaigns.

EDUCATION

Sep 2025 - Present	ESCP Business School Master in Management - 1st year GPA: 3.6 / 4 Marketing, Creativity and Technology	London, United Kingdom
Jun 2019 - Jul 2022	Srishti Institute of Art, Design and, Technology Graphic Arts and Design Practices Bachelor of Vocation GPA: 8.35 / 10 Awarded Certificate of Commendation for excellence in the capstone project	Bangalore, India

WORK EXPERIENCE

Jan 2025 - Jul 2025	THE PINK MOON A Plus Size Fashion Brand Brand Marketing Associate <ul style="list-style-type: none">Executed WhatsApp, email, and social media marketing campaigns; driving ~20% of the monthly revenue.Led campaign operations for new product launch "Hug Me", managing end-to-end workflow from strategy, packaging, creative briefing, shoots, to performance tracking.Scaled ad creative testing by 50%+ with RoAS above 5, with peaks attaining 11.Analysed campaign dashboards and ad metrics to optimize performance, improving social media content impressions to 2M/month (+20%).Developed and executed a direct mail retention campaign achieving 79% ROI.Improved Shopify website UX for stronger and coherent storytelling.Headed creative photoshoots for campaigns from campaign brief to use cases.	Bangalore, India
Jun 2023 - Dec 2024	AQUENOVA PHARMA PVT. LTD Pharmaceutical Company - Gynaecology Associate Marketing Manager <ul style="list-style-type: none">Developed patient awareness and doctor engagement campaigns, resulting in a reach of 200+ per campaign.Analysed sales data and work patterns to prepare performance reports, track growth across product categories and, optimised team productivity by 3x.Designed and conducted training sessions for business executives covering around 26 SKUs.	Ahmedabad, India
Jul 2022 - Apr 2023	MANIPAL ACADEMY OF HIGHER EDUCATION A project funded by Government Visual Arts Consultant <ul style="list-style-type: none">Instructed Visual Arts to 40+ X std. students at Specialised School in Delhi over one academic year.Improved student participation by 50% by applying diverse process & methodologies - created visual vocabulary lists, subject handbooks, presentations and gamified teaching.Devised new curriculum units by integrating feedback, analysing student responses and partnering with the existing teaching staff and school administrators.	New Delhi, India

LANGUAGES AND COMPUTER SKILLS

TECHNICAL SKILLS: Antigravity for vibe coding, Google AI Studio, Shopify, MailChimp, Meta Ads Manager, Adobe Creative Suite (Illustrator, Photoshop, Indesign, After effects), Figma, Procreate, Microsoft Office Suite (Word, PowerPoint and Excel), Google Sheets, Processing, HTML 5, CSS

LANGUAGES: English (fluent), Hindi (native), French (beginner)

LEADERSHIP AND EXTRA-CURRICULAR ACTIVITIES

- Board of Trustees and Student Ambassador** at London Campus, ESCP Business School, 2025-26
- Head of Curators** at TEDxESCP, a student run society, ESCP Business School, 2025
- Cofounded** Thrill box - an event planning initiative, 2024
- Selected for a **Global Fellowship** - Jagriti Yatra, with an aim to build India through Enterprise, 2022
- Volunteering experience** - India's Best Design Awards, 2023 | A Hundred Hands: Designed the space for the exhibition, 2021