HITAISHI DRAVID

Marketing & PR | Brand Communications | Luxury Marketing | Digital Marketing | E-Commerce

+971 55 877 4118 | +91 820 961 5728
hitaishidravid29@gmail.com | linkedin.com/in/hitaishi-dravid-26803bb2/

Visa Status: Open to Relocation to UAE

PROFESSIONAL SUMMARY

Marketing, PR, Digital Marketing and Brand Communications professional with 4.5+ years of experience in luxury brand communications, public relations, media relations, digital marketing, high-profile collaborations, exhibitions and experiential marketing. Experienced in translating luxury brand heritage into integrated campaigns, cultural events and engaging digital content. Additional freelance experience across social media management, content strategy and content creation for lifestyle, heritage and F&B brands.

CORE SKILLS

Marketing & Brand Strategy: Luxury Marketing, Luxury Brand Communications, Brand Strategy, Integrated Marketing, Campaign Management, Brand Storytelling, Consumer Engagement
Digital & Social Media: Digital Marketing, Social Media Marketing, Social Media Management, Content Strategy, Content Creation, Content Marketing, Instagram Marketing, Digital Campaigns, Community Engagement, Meta Business Suite
PR & Communications: Public Relations (PR), Media Relations, Influencer Marketing, Partnerships, High-Profile Collaborations, Brand Voice Development
Experiential & Creative: Event Marketing, Experiential Marketing, Premium Exhibitions, International Showcases, Creative Direction, Visual Storytelling
Sales & Client Management: Client Relationship Management, Bespoke & Retail Sales, Clienteling
Tools: Canva, Meta Business Suite, Microsoft Office, E-Commerce, Digital Marketing & Analytics

PROFESSIONAL EXPERIENCE

AMRAPALI JEWELS

Jaipur | Senior Executive – Marketing & PR | 2024 – 2026

• Led marketing, PR, digital communications, media relations, events, exhibitions, and brand collaborations for a luxury jewellery and lifestyle brand.

• Managed and supported **4 major exhibitions**, including **2 international exhibitions in Doha** and **2 FDCI exhibitions in Delhi**, strengthening brand visibility across premium and international audiences.

• Executed and supported cultural and experiential events including the book launch of **Adornment of Gods by Devdutt Pattanaik**, the launch of **Silver and Gold: Visions of Arcadia**, and **An Afternoon of Art, Jewellery & Tea** hosted by Amrapali Museum.

• Supported the **opening of a new floor at Amrapali Museum** and the exhibition **A Journey Through Silver and Gold**, contributing to cultural storytelling, event communications, and audience engagement.

• Supported retail and brand initiatives associated with Amrapali stores across **Jaipur, Mumbai, Bengaluru, and Dubai**.

• Managed high-profile brand collaborations, including **Amrapali Jewels x House of Masaba**, supporting both **Volume 1 and Volume 2 collections** released in consecutive years.

• Executed collaboration initiatives involving **Tribe Amrapali x The Palace Atelier, Jaipur**, strengthening luxury partnerships and experiential brand positioning.

• Developed brand narratives and campaign communications across social media, PR, events, exhibitions, collaborations, and lifestyle content.

TRIBE AMRAPALI

Jaipur | Executive – Sales | 2021 – 2024

• Managed bespoke and retail sales operations, partnering with high-net-worth clients to understand style requirements and guide them through curated luxury collections.

• Built long-term client relationships through personalized retail experiences aligned with the brand's heritage, design, craftsmanship, and luxury positioning.

FREELANCE SOCIAL MEDIA & CONTENT PROJECTS

Independent Projects | Social Media & Content Creation

• **Jaipur Vastrakala:** Developed social media content strategies and visual narratives to communicate traditional heritage craftsmanship through modern digital content.

• **Upar Sarpanch Chai:** Curated creative content and social media communication to establish a distinct brand voice, strengthen local community engagement, and support audience growth.

• **Shinelle by Neelam:** Developed social media campaigns and aesthetic content curation to strengthen digital brand presence and showcase luxury lifestyle collections.

DECO DE TREND

Chennai | Product Designer and Styling | 2019 – 2020

• Designed and developed natural home décor collections for global markets, aligning creative concepts with commercial goals through trend research, prototyping, and cross-functional collaboration.

ALLIED DESIGN STUDIO

Gurgaon | Interior Designer & Stylist | 2018 – 2019

• Executed luxury interior design projects with a focus on high-end aesthetics and client requirements.

• Curated materials and custom finishes to strengthen visual storytelling and overall project aesthetics.

• Managed project timelines and vendor relationships to support delivery within budget and schedule.

AKFD / ANANTAYA

Jaipur | Product Designer – Internship (GP) | 2017 – 2018

• Developed four multi-functional product collections spanning tabletop products, cutlery, travel kits, stationery, and hair accessories from concept through execution.

• Designed products that continued to be featured on Anantaya's website and in its Tapri showroom.

BHARATKRAFT

Mumbai | Product Designer – Internship | 2017 – 2018

• Supported the design team in developing bespoke jewellery pieces and gained practical exposure to luxury craftsmanship.

VALENTINE JEWELLERY

Jaipur | Product Designer – Internship | 2015

• Supported senior designers in conceptualizing and sketching bespoke jewellery collections while developing technical design skills.

EDUCATION

KINGS BUSINESS SCHOOL (DUBAI)

MBA – E-Commerce & Digital Marketing | November 2025 – November 2026

INDIAN SCHOOL OF BUSINESS, HYDERABAD, INDIA

Digital Marketing and Analytics | January 2025 – April 2025

NATIONAL INSTITUTE OF FASHION TECHNOLOGY, CHENNAI, INDIA

F & LA Department | 2014 – 2018

MAHARAJA SAWAI MAN SINGH VIDYALAYA, JAIPUR, INDIA

Senior Secondary School | 2014