

ARSHIYA MEEZAN

SENIOR ACCOUNT MANAGER • CLIENT SERVICES & BRAND STRATEGY

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SUMMARY

8 years across client servicing, account management, and brand marketing, on both sides of the table: as agency-side account lead and as the client. I've run integrated marketing across mainline and digital, and sold and grown enterprise-level relationships with legacy brands across categories including D2C, luxury, and tech. I've built and hired teams, and written the SOPs for a creative studio from inception. I move easily between writing the brief, selling it into the room, and directing the creative that comes out the other end, grounded in design thinking and a strong instinct for visual branding.

CORE SKILLS

Client Servicing & Account Management • Integrated Campaign Management • Brand & Content Strategy • Creative Direction • Stakeholder Management • Production & Vendor Management • GTM Planning • Team Leadership & Hiring • Digital Analytics • AI-Integrated Workflows • Influencer & Community Marketing • PR & Communications • Enterprise Sales • D2C Brand Strategy

EXPERIENCE

Senior Manager, Brand & Content

Jun 2025 – Feb 2026

Crescent Group | Gurgaon

- Sole brand custodian of the integrated mandate for Artize, Jaquar Group's marquee luxury brand, owning mainline, film, digital, and social end-to-end.
- Translated client vision into creative briefs and steered agencies, production houses, and PR partners from kick-off to final delivery.
- Protected a premium, consistent brand voice across every touchpoint in a crowded luxury category.

Stepped away after this role to support my family through the loss of my grandfather.

Head of Marketing

Aug 2024 – Dec 2024

ODN Digital Services | New Delhi

- Led client-facing marketing for a content-tech company serving 200+ global brands, spanning PR, social, email, events, and partner communications.
- Rebuilt the function on AI-integrated workflows and systems for scale and efficiency.

Left this role to grieve the loss of a pet who had been part of my family since childhood.

Director, Growth & Marketing

Apr 2023 – Aug 2024

Storytailors | New Delhi

- Launched the business into 3 international markets in under a year as the primary client-facing lead, managing founder-level stakeholders through each launch.
- Built and ran cross-functional launch teams, managing partner and vendor relationships across all three markets simultaneously.

Manager, Enterprise Sales & Marketing

Feb 2022 – Sep 2022

Marmeto | Pune

- Ran marketing and brand communications for enterprise D2C clients (Epigamia, Slurrp Farm, boAt, GJEPC) as the single point of contact between brand teams and internal tech teams.

- Kept briefs sharp, timelines honest, and client expectations managed from kick-off through delivery.

Left this role to support my mother through a family medical emergency.

Social Media Team Lead

Aug 2020 – Jan 2022

Stanza Living | Gurgaon

- Grew the brand's following 30% with platform-native content built for a young, culture-first audience.
- Led the national "Home Is Where the Heart Is" macro-influencer campaign and managed 100+ micro-influencers across India for regional amplification.

Project Manager

May 2019 – May 2020

Moksha Media · Marico (WeCreate Studio) | Mumbai

- Conceived and led WeCreate, Marico's in-house creative studio, managing content production for 35+ brands including Parachute, Saffola, Nihar, and Coco Soul.
- Delivered campaigns for boAt, Mi, Mamaearth, and Lakmé from brief to final delivery.

Account Manager

Sep 2018 – May 2019

Chatterbox Communications | New Delhi

- Led digital revamps for niche beauty brands (DAFNI, Paul Penders, StylPro), building brand voice and visual identity from scratch.
- Grew accounts through insight-led recommendations and upselling that drove retention.

Marketing Associate

Jun 2017 – Jun 2018

Jaycon Systems | Florida, USA

- Executed SEO and email marketing campaigns and supported industry event logistics for a hardware prototyping and manufacturing company.

Social Media Coordinator

Jun 2017 – Jun 2018

SCB Marketing | Florida, USA

- Drove 30% follower growth across client social accounts and rolled out Sprout Social as the agency's social media management platform.

SELECTED BRANDS

LUXURY & PREMIUM Artize (Jaquar) · Kohler · Marks & Spencer · Timex · Jean-Claude Biguine

CONSUMER & LIFESTYLE boAt · Lakmé · Mamaearth · Parachute · Saffola · Damensch · Sleepwell · Wet Brush · Nihar Naturals · Coco Soul · Dafni · Paul Penders · StylPro · Set Wet

TECH & FINANCE Mi · Upstox · ET Money · IDFC First Bank · Lendingkart · Park+ · Moneycontrol

F&B, MEDIA & RETAIL Radico Khaitan · Magic Moments · Punjab Grill · Stanza Living · NDTV · Khaleej Times · United Colors of Benetton · Hummel India · The Economic Times · Times OOH · Honey & Dough

EDUCATION & CERTIFICATIONS

BSc Business Administration, Florida Institute of Technology, USA · 2018

High School, Sanskriti School, New Delhi · 2013

Digital Marketing, Udemy · 2020 | Google Ads, Google · 2019