

YUVIKA TANEJA

ASPIRING MARKETING & EVENTS
PROFESSIONAL

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📁 [Portfolio](#)

🌐 [LinkedIn](#)

PERSONAL MISSION

Emerging fashion marketing professional with an interest in both digital campaigns and physical brand activations. I translate creative direction into cohesive online and offline experiences, balancing storytelling with strategic execution. Focused on delivering refined, detail-driven campaigns that strengthen brand presence and audience engagement across all touchpoints.

WORK EXPERIENCE

Marketing & Branding Intern

AUPEN / May 2025 - Jul 2025

- Supported AUPEN's first offline activation, contributing to \$63K+ revenue and a 77% conversion rate.
- Assisted with Meta & Google Ads, SEM, and SEO to boost digital visibility.
- Conducted daily data reporting and customer insights analysis to inform strategy.
- Supported influencer outreach and AI-generated content creation.
- Contributed to new product launches across online and offline channels.

Creative Assistant

Aaram Viram / Jul 2024 - Aug 2024

- Planned and executed the campaign for AARAM VIRAM's KARKHANA collection, defining its visual and narrative direction.
- Led set design, art direction, and copywriting for the lookbook and website, creating a cohesive storytelling-led identity.
- Leveraged content creation and Adobe Creative Suite to enhance campaign output.
- Contributed to a 2.5% month-on-month increase in audience engagement.

Creative Intern

Polish Me Pretty / May 2024 - Jun 2024

- Planned and executed social media content strategy at Polish Me Pretty, increasing Instagram Reel views by 56% in two months.
- Supported the launch of gel nail wraps, contributing to product visibility and engagement.
- Curated a targeted PR list to strengthen brand outreach and partnerships.

COMMUNITY ENGAGEMENT

Next In Vogue / 2025

- Supported event coordination, guest management, and backstage logistics at Next in Vogue and Vogue Singapore's 5th Anniversary Gala.
- Collaborated with the Vogue Singapore team on large-scale fashion event execution.
- Engaged with industry leaders including Prabal Gurung, Sabyasachi Mukherji, Robert Wun, Rochelle Pinto, and Circe Henestrosa, gaining insights into high-profile event production.

EDUCATION

Lasalle College of the Arts

BA (Honours) Fashion Media & Industries / 2023 - 2026

CERTIFICATES

Inside LVMH

Creation & Branding,
Retail & Customer
Experience / 2025

Università Bocconi

Management of Fashion
and Luxury Companies /
2025

LinkedIn Learning

- AI for Marketing / 2025
- Social Media Marketing Strategy / 2024
- Metaverse and NFTs for Marketing / 2024

SKILLS

→ AI Tool Proficiency (ChatGPT, Gemini, Claude)

→ Copywriting

→ Market Research

→ Social Media Marketing & Management

→ SEO & SEM

→ Data Analysis & Interpretation

Technical Skills

→ Adobe Creative Cloud
(InDesign, Illustrator,
Lightroom, Photoshop)

→ Google Analytics

→ Microsoft Office