

Muskkaan Jaain

Marketing & PR | Brand Communication | Events & Experiences

Delhi NCR, India | +91 99998 59585 | muskkaanjaain@gmail.com | Portfolio

PROFILE

Marketing and PR executive with experience across brand communication, merchandising and influencer partnerships in the luxury and lifestyle space. Works between brands, vendors, media and talent: planning campaigns, coordinating the people who deliver them and keeping the message consistent across every touchpoint. Hands-on across campaign planning, celebrity and influencer collaboration, merchandise coordination and digital communication.

EXPERIENCE

PR & Marketing Executive | Jatin Malik Couture - In-House PR

Jan 2024-Nov 2024

- Executed PR campaigns and secured exclusive media features that strengthened brand visibility and image.
- Developed and implemented PR strategies and supported wider brand-building initiatives across the label.
- Managed celebrity styling and influencer collaborations from outreach through to final placement.
- Coordinated merchandise end to end across campaigns, vendors and brand touchpoints.
- Conducted market research and supported brand onboarding with multi-brand outlets (MBOs).
- Managed social media content and audience engagement, and produced and hosted podcast content for the brand.

PR & Social Media Executive | AND PR

Jul 2023-Dec 2023

- Supported brand building and visibility for client accounts through PR campaigns and media outreach.
- Managed social media content and audience engagement across multiple client accounts.
- Conducted research to support client requirements, brand positioning and campaign planning.
- Coordinated merchandise and promotional requirements for brand campaigns.

Marketing Intern | Clixz You

Aug 2020-Sep 2020

- Managed social media platforms and supported day-to-day brand management initiatives.

SELECTED PROJECTS & ONGOING EXPERIENCE

WeTheChange | Outreach & communication, NGO-led community initiatives

- Contributes to outreach, communication and social development efforts on community-led initiatives.
- Supports programmes building engagement and awareness around social causes, working with grassroots-led projects and diverse audiences.

Brand Strategy Projects | Early-stage brand development and client research

- Supported brand-building and client research for potential family business ventures, contributing to early-stage positioning.
- Explored target audiences, identified brand opportunities and developed communication ideas for new business concepts.

Content & Events | Podcast production, campaigns and brand experiences

- Produced and hosted podcast episodes, covering guest research, narrative structure and delivery.
- Coordinated campaigns, influencer and celebrity outreach and event-related brand communication, handling content planning and execution support while keeping messaging consistent.

EDUCATION

B.Sc. Fashion Communication

2021-24

Asian Academy of Film & Television (AAFT), Noida,

- Multidisciplinary foundation in marketing, brand communication, fashion journalism, styling and photography, with an emphasis on how brands communicate through content and visual storytelling.
- Applied across editorial, campaign and commercial projects, building creative ideation and research experience.

SKILLS

Brand & Communication: Brand communication, PR strategy, media outreach and relations, brand positioning and storytelling, creative writing

Campaigns & Partnerships: Campaign planning and coordination, events and experiences, influencer and celebrity partnerships, styling support

Merchandising & Vendors: End-to-end merchandise coordination, MBO onboarding, cost and timelines

Content & Digital: Social media content and audience engagement, content planning, podcast production and hosting

Research & Strategy: Market, competitor and audience research, brand strategy, campaign insight

Ways of Working: Stakeholder coordination, working to launch dates, organisation and time management, clear communication

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Completed: Strategic Fashion Communication (London School of Trends); Foundations of Digital Marketing and E-commerce (Coursera);

Google AI Essentials; Google AI Professional Certificate.

In progress: McKinsey.org Forward Program (McKinsey & Company); Google Digital Marketing & E-commerce Professional Certificate.