

# Dishita Marathe

## CREATIVE DESIGNER & STRATEGIST

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I bring a strategist's mind and a designer's eye to creative conception and campaign development, ensuring every brand story isn't just seen, but felt. With a strong inclination towards advertising and branding, I strive to turn insights into narratives with impactful storytelling to create designs that resonate with audiences.

### AREA OF EXPERTISE

Creative Strategy & Ideation  
Concept Development

Brand Identity & Visual Design  
Creative Problem-Solving

Campaign Design  
Digital Marketing

### SOFTWARE SKILLS

Adobe Creative Suite  
Adobe After Effects

Figma  
Maya 3D

### SOFT SKILLS

Collaboration & Teamwork  
Learning Agility

Communication  
Time Management

### PROFESSIONAL EXPERIENCE

#### Freelance - Creative Consultant | Graphic designer

October 2024 - Present

- Assisting in visual design and creative strategy for multiple branding projects.
- Developed brand identities by crafting logos, color palettes, packaging design and visual systems tailored to client needs.
- Designed engaging content for social media and digital marketing campaigns.

#### Whitedot Adverts - Graphic Design Intern

May 2024 - July 2024

- Design & Layout: Developed branding materials, digital assets, and marketing collateral for 3 major FMCG clients.
- Cross-functional Collaboration: Worked with copywriters and strategists to ensure strong storytelling in visual content.

#### Prapt Store - Content Writer & Social Media Intern

April 2023 - July 2023

- Content Strategy & Copywriting: Wrote engaging content for product catalogs, websites, and marketing materials, improving brand communication.
- Social Media Management: Curated and scheduled content, contributing to increased engagement
- SEO & Digital Growth: Optimized blog content, helping drive website traffic by 10%.

### EDUCATION

#### Bachelor of Design in Communication Design

Aug 2023 - Present

Indian School of Design and Innovation, Mumbai

- Minor in Digital Strategies
- Sophomore Year (Expected Graduation: 2027)

#### High School Diploma

Nowrosjee Wadia College, Pune | 2021 - 2023

Major Subjects - Psychology, Philosophy

Dr. Kalmadi Shamrao High School, Pune | 2009 - 2021

### AWARDS & ACHIEVEMENTS

- Hindustan Times Scholarship recipient | 2020-21
- Literary Arts Coordinator, INFERNO (ISDI Fest) – Assisted in curating and organizing literary events, content development, event structure, and audience engagement.