

Dishita Marathe

CREATIVE 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
DaVinci Resolve

Figma
Creative AI Tools

SOFT SKILLS

Collaboration & Teamwork
Learning Agility

Communication
Time Management

PROFESSIONAL EXPERIENCE

Pahari Roots - Creative Content & Marketing Communications Strategist

February 2026 - March 2026

- Led development of brand audit and brand book to define positioning and visual identity
- Conceptualised and structured social media strategy based on audience and content insights
- Conducted research and contributed to surveys to shape communication and marketing strategies

The Ensemble - Creative and Production Intern

October 2024 - March 2025

- Researched and developed creative concepts for content and advertising projects
- Directed visuals for a digital content platform, ensuring design consistency
- Assisted in creating pitch decks and pre-production materials (PPMs)
- Supported production team with shoot coordination and timelines
- Applied AI tools in developing spec ads and visual content

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.

EDUCATION

Bachelor of Design in Communication Design

Aug 2023 - Present

Indian School of Design and Innovation, Mumbai

- Minor in Digital Strategies
- Junior 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 & ACTIVITIES

- Hindustan Times Scholarship recipient | 2020-21