

Mihika Saxena

Performance Marketing · Paid Social · Campaign Analytics

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Marketing professional with 2+ years executing paid social and multi-channel campaigns for consumer brands across fashion, design, and lifestyle. Proven ability to improve CTR, engagement, and conversions through audience segmentation, creative testing, and data-driven optimisation across Meta, Google, and email marketing. Comfortable integrating AI-assisted tools into campaign workflows, from ad copy iteration to creative generation. Holding an MA in Fashion Marketing from Nottingham Trent with exposure to live brand briefs and agency processes. Seeking roles in performance marketing, growth, and campaign strategy with a UK-based team.

EXPERIENCE

Public Relations Intern, We Are Village
Aug 2025 – Sep 2025 | United Kingdom

- Coordinated PR operations and press outreach for London Fashion Week, managing guest lists for 500+ industry professionals and influencers across 3 runway presentations.
- Prepared and distributed PR boxes to influencers for Adidas and Labrum, supporting influencer campaign visibility and brand partnership execution.

Digital Marketing Executive, Earthen Tunes Design
Jan 2024 – Aug 2024

- Executed user acquisition paid social campaigns across Meta and LinkedIn for a design-led consumer brand, using audience segmentation and creative testing to increase CTR by 18% and improve landing-page conversion rate by 12% over a six-month period.
- Built weekly GA4 and Excel dashboards to track traffic, CTR, CPA, and channel performance, enabling budget reallocation toward higher-performing campaigns and improving cost efficiency by 25% month on month.
- Built and maintained a cross-channel content calendar that improved publishing consistency and supported paid/organic alignment across campaign launches.
- Supported campaign targeting and content planning through keyword, audience, and hashtag research, while producing brand-aligned creative assets in Canva for paid and organic use.

Marketing Executive, The House of Bespoke
Oct 2022 – Nov 2023

- Executed email campaigns for B2C audiences across India and the US using Mailchimp, achieving a 3.3% click through rate across campaigns
- Supported SEO strategy through keyword research, on-page optimisation, and content updates, contributing to 85% growth in organic website traffic in a year
- Represented the company at industry events and conferences, delivering brand pitches to 80+ prospective clients and supporting business development alongside marketing execution.
- Contributed to UX improvements and digital content strategy across client websites, improving session quality and user engagement tracked via Google Analytics.

Event Assistant, NTU Graduate Fashion Show
May 2025 | United Kingdom

- Coordinated guest management for 300+ attendees and executed pre-event social media promotions, generating 1,500+ engagement impressions through targeted content.
- Managed backstage operations for 30+ designers and led a team of 15 through event setup and breakdown within tight deadlines.

Brand & Design Intern, Anemone Vinkel
Jun 2022 – Aug 2022 | India

- Created 20 distinctive print motifs aligned with brand aesthetics and seasonal themes, contributing to a cohesive visual brand narrative and improved product line appeal.
- Led photoshoot styling and art direction for 2 brand campaigns; developed multimedia content for social media and e-commerce.

EDUCATION

MA in Fashion Marketing, Nottingham Trent University
2024 – 2025 | United Kingdom

Completed 10+ industry-led workshops in SEO, content marketing, and social media strategy through Digital Marketing Academy; hands-on agency exposure via live brand briefs.

Relevant modules: Industry Practice, Marketing, Fashion Industry.

B.Des in Fashion Design, Footwear Design and Development Institute
2020 – 2024 | India

Relevant modules: Marketing, Consumer Behaviour, Merchandising.

PROJECTS

Post Purchase Psychology: Motivators and Barriers to Upcycling among Gen Z, Masters Dissertation

Researched Gen Z post-purchase behaviour in sustainable fashion, identifying key motivators and barriers to upcycling. Findings offer directly applicable insight for marketing strategies bridging the gap between sustainability intention and action.

Content Creation Workshop, Barry M

Developed and executed a brand aligned, multi-channel social media campaign for a product launch, creating creative assets and applying content marketing strategies across 2+ platforms to drive up to 12% increase in engagement.

Circular Retail Strategy (Live Brief), ReTuna, Sweden

Collaborated on a live group project with ReTuna, Sweden's first second hand shopping mall, developing a creative strategy to promote circular retail models and consumer engagement in sustainable fashion.

Creative Marketing Strategy (Live Brief), Urban Outfitters

Developed a full marketing strategy in response to a live brief from Urban Outfitters, addressing shifting Gen Z market dynamics and channel behaviour

SKILLS

Paid & Performance — Meta Ads Manager, Google Ads, A/B Testing, Audience Segmentation, ROAS Optimisation, Retargeting

Analytics & Reporting — Google Analytics 4 (GA4), Campaign Dashboards, KPI Reporting, Data Analysis, Microsoft Excel

CRM & Email — Mailchimp, Email Campaign Management, List Segmentation, Marketing Automation

Content & Creative — Canva, Content Calendar Management, Social Copywriting, SEO, Keyword Research

Platforms & Tools — Shopify, Notion, Google Workspace, Microsoft Office

CERTIFICATIONS

Fundamentals of Digital Marketing: Google · 2024

Google Analytics Individual Qualification: Google · 2024

SEO Certification: HubSpot · 2024

Future of Digital Marketing with AI: Udemy · 2025

Social Media Marketing Certification: Meta Blueprint

Microsoft Excel Professional Certificate: Microsoft

Market Psychology and Consumer Behaviour: Udemy