

ANANYA THAKUR

Luxury Marketing & Media Professional | Integrated Campaigns | Digital, Print & OOH

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Paris, France



SUMMARY

Assistant Account Manager at Dentsu with a Master's in Marketing (Luxury) from NEOMA Business School. Experienced in managing international media campaigns across digital, print, and OOH for global fashion and lifestyle brands. Skilled in media planning, campaign execution, and cross-market coordination within international teams. Strong background in data-driven marketing, client servicing, and delivering integrated brand activations across multiple markets.

EXPERIENCE

Assistant Account Manager

Dentsu

02/2026 - Present Paris, France

- Manage international media campaigns for Kering brand portfolio and Columbia Sportswear, supporting integrated activations across **digital, print, and OOH channels**.
- Coordinate with internal planning, buying, and strategy teams to ensure seamless **campaign execution** across multiple markets.
- Support media planning, campaign setup, and asset coordination to align with brand objectives and global marketing calendars.
- Monitor campaign performance and contribute to reporting and optimization through data analysis and media insights.
- Liaise with international stakeholders, publishers, and partners to ensure timely delivery and consistency across campaign touchpoints.

International Media Account Assistant

Publicis Media

07/2025 - 01/2026 Paris, France

Account: Ralph Lauren

- Executive **integrated digital display campaigns** for Ralph Lauren, spanning digital, social media, print, and OOH in EMEA.
- Supported media planning and campaign execution by coordinating with internal **strategy, buying, and analytics** teams to ensure timely delivery across channels.
- Conducted market and competitor analysis within the luxury and fashion sector to inform campaign strategy and audience targeting.
- Oversaw campaign **setup, tracking, and reporting** while ensuring alignment with brand guidelines and media objectives.
- Collaborated with premium fashion publications, media partners, and social platforms to facilitate campaign activations and brand visibility.
- Performed comprehensive market analysis in the fashion and luxury sectors to inform and optimize marketing strategies.
- Coordinated cross-functional project management and media planning**, including campaign setup, tracking, and reporting, liaising with prestigious fashion magazines and social media platforms.

Merchandiser



Amala Earth(BC Jindal Group)

05/2022 - 07/2024 Delhi, India

- Led creative category campaigns** across Fashion & Beauty, achieving a **60% GMV uplift and 4% conversion rate growth** through strategic positioning, consumer insights, and trend-driven product curation.
- Conceptualized and executed 6 or more branded pop-up** experiences, enhancing premium brand storytelling, customer immersion, and foot traffic, driving measurable lifts in loyalty and repeat purchases.
- Built and nurtured a digital-first luxury-conscious community of over 100,000 followers**, using social media strategy and content innovation to **deliver a 3% organic conversion rate**.
- Pioneered a cross-channel CRM strategy, including email, social media, and SMS, resulting in **improved customer retention** and a **4% decrease** in churn, aligning marketing messaging with behavioral data.
- Optimized inventory and purchase order systems with a **15-day stock rotation**, enhancing sell-through and **reducing returns from 5% to 1%**, demonstrating operational excellence in a high-SKU environment.

EDUCATION

MSc Marketing - Luxury



NEOMA Business School

10/2024 - 12/2025 Paris, France

- Coursework - Digital Marketing & Communication, Luxury in Retail, Consumer Behavior Insights, Global Marketing Strategy



Bachelors of Fashion Technology

Amity University

08/2017 - 10/2021 Noida, India

- Coursework - E-commerce in Fashion Business, Fashion Marketing and Merchandising, Fashion Forecasting, Fashion Styling, and Fashion Material Studies

PROJECTS

The Mark Challenge - Semi-finalist

2025 Paris, France

- Created a 360 brand activation plan. Developed 'Rasāra,' an Ayurvedic skincare brand.

La Prairie - Skincare Strategy

2025 Paris, France

- Developed product and communication strategies for La Prairie's Pure Gold relaunch

SKILLS

Digital Advertising

Media Coordination

Media Planning

Microsoft Excel

Meta Ads Manager

Shopify

KEY ACHIEVEMENTS



Mark Challenge Finalist

Selected among the **Top 30 teams in Europe** for developing the luxury Ayurvedic skincare concept *Rasāra*.



Integrated Campaigns

Supported international **digital, print, and OOH campaign activations** for global fashion and lifestyle brands.



Revenue Growth

Led category campaigns at Amala Earth generating **60% GMV growth** through strategic merchandising and marketing initiatives.