

ADITI KANTWALA

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Brand Strategist & Social Content Manager with expertise in lifestyle storytelling, omnichannel campaigns, and cultural brand-building

EDUCATION

Savannah College of Art and Design (SCAD) M.A. Luxury and Brand Management | GPA: 3.87 | May 2026
Uka Tarsadia University (JFDT) Bachelor of Design in Fashion Designing | GPA: 3.84 (Gold Medalist) | July 2020

ACADEMIC PROJECTS

Aesop Qatar Expansion Strategy | SCAD, 2025–2026

- Developed full market entry strategy including consumer segmentation, competitive analysis, store concept, and omnichannel promotional plan across 5 phases (Attract, Engage, Convert, Retain, Advocate)
- Built 3-year financial model projecting USD 2.1M Year 1 revenue and 35% net margin by Year 3; break-even achieved by Month 18

EXO Sub-Brand Launch Strategy | The North Face Concept Project | SCAD, 2025–2026

- Conceptualized and developed a full sub-brand strategy for EXO, a smart performance apparel line under The North Face targeting tech-forward outdoor enthusiasts
- Conducted consumer segmentation, competitive landscape analysis, and market sizing across the smart textiles and wearable technology sector
- Developed brand architecture, visual identity direction, product positioning, and a phased go-to-market strategy
- Built integrated marketing communications plan across Instagram, TikTok, YouTube, and OOH with influencer partnership frameworks and campaign activations
- Created detailed financial model including 3-year P&L, unit economics, pricing strategy, and break-even analysis for DTC and wholesale channels
- Collaborated cross-functionally across brand, creative, and marketing workstreams; developed agency briefs for content production and influencer partnerships

CODE BLUE Denim | Supply Chain & Product Development Project | SCAD, 2026

- Developed 4 complete tech packs for a premium denim collection including construction specs, graded size charts, trim placements, and packaging standards
- Built detailed cost sheets with CMT, fabric, and wash breakdowns; achieved ~80% IMU target across DTC and wholesale channels
- Conducted vendor analysis across 12 suppliers in Mexico, Vietnam, Guatemala, and China; evaluated on quality, compliance, lead time, and capability alignment
- Developed sourcing guidelines and code of conduct aligned with FLA and UN Global Compact standards; oversaw CSR, monitoring, and replenishment strategy
- Managed production placement of a 1M-unit program across 3 countries using HTS classification, MFN duty analysis, and logistics cost modeling

Olaplex "We're Bonded" Integrated Campaign | SCAD, 2025

- Developed insight-driven brand strategy to rebuild consumer trust using scientific transparency and emotional storytelling
- Created omnichannel communication plan across Instagram, TikTok, YouTube, print, and in-store; delivered key visuals, packaging mockups, and PR box concepts

PROFESSIONAL EXPERIENCE

Cotton Candy | Founder & Designer | June 2022 – March 2024

- Managed brand Instagram presence (+650 followers), creating Reels, Stories, and organic content to drive direct-to-consumer sales and community growth
- Conceptualized seasonal campaigns; identified and collaborated with fashion influencers and stylists to amplify brand awareness
- Developed content strategy, social calendar, captions, and visual identity guidelines across digital touchpoints
- Owned and maintained lifestyle content calendar across platforms; tracked performance KPIs to optimize posting strategy

Bhagwan Mahavir University | Assistant Professor | Aug 2023 – March 2024

- Led and mentored 20 students with curriculum execution, feedback cycles, and live masterclasses; developed team direction and creative briefing skills

Red and White Multimedia Education | Assistant Professor | Feb 2022 – May 2024

- Designed and delivered full-semester fashion illustration curriculum for 60 students covering color theory, croquis, and fabric rendering

The Right Cut | Assistant Designer | Aug 2021 – Nov 2021

- Contributed to women's and children's wear collections through garment styling and product photography supporting e-commerce and visual merchandising

Patch Over Patch | Assistant Designer | June 2020 – March 2021

- Conducted trend analysis and market research; supported two full design seasons through fabric sourcing, garment styling, and photo shoot execution

Living and Learning Design Centre (LLDC), Craft Museum | Research Intern | May 2019 – June 2019

- Researched artisan communities and translated cultural heritage practices into brand storytelling insights

ACHIEVEMENTS

- Gold Medalist & Silver Medal for Thesis | Jaymin School of Fashion Designing, UTU (2020)
- Winner & Awardee | Surat Global Fashion Season 2 & 3 (2018, 2019)
- Designed garments for Indian poet Priya Malik
- Graduate Scholarship and Dean's Fellowship Recipient | SCAD

SKILLS

Software: Adobe Illustrator, Photoshop, InDesign, CorelDRAW, Microsoft Office Suite (Advanced Excel, PowerPoint), Figma

Marketing: Brand Strategy, Visual Storytelling, Omnichannel Marketing, Trend Forecasting, Influencer Outreach, Social Content Strategy, Campaign Ideation, KPI Tracking, Consumer Research, Competitive Analysis, Financial Modeling, Integrated Marketing Communications

Platforms: Instagram, TikTok, YouTube, Twitter/X, Facebook

Product Development: Tech Packs, Cost Sheets, Vendor Sourcing, Garment Construction, Supply Chain Management