

Chakshu Verma

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Communications specialist with expertise in shaping brand identity and narratives across fashion, beauty, and lifestyle. Skilled at creating unified brand voices through campaigns, events, films, influencers, and PR initiatives. With a blend of strategic thinking and creative direction, I build communication that resonates across digital, offline, and corporate platforms.

education

- **National Institute Of Fashion Technology | New Delhi**
B.Des - Fashion Communication
GPA - 8.4

skills

- **Communication & PR:** Corporate communication, press releases, event messaging, milestone announcements
- **Content & Creative Direction:** Campaign ideation, storytelling, brand identity building
- **AI & Digital Tools:** ChatGPT, MidJourney, Google Gemini, GrammarlyGO, Figma AI plugins, Adobe Firefly
- **Softwares:** MS Office, Adobe Suite: InDesign, Illustrator, Photoshop, Lightroom, Figma
- **Art & Design:** Visual storytelling, publication design, photography, conceptualizing stories
- **Leadership:** Team management, cross-functional collaboration, ability to deliver under pressure

achievements

- **Honasa Marketing Mavericks Award (2025):** Delivered record-breaking product launches with upgraded creative communication
- **CRM Communication:** Boosted CTRs from 0.2% to 1.4% across Honasa brand campaigns in one year
- **Video Marketing:** Doubled CTR of Mamaearth's performance videos from 0.5% to 1%
- **Content Production:** Executed 7+ digital films and 200+ performance videos for Mamaearth, The Derma Co. & Aqualogica
- **Corporate Identity:** Led rebranding of Honasa's Values & Purpose through a successful internal & external campaign
- **360° Campaigns:** Directed integrated, multi-platform campaigns ensuring unified storytelling across digital, print, events & influencers.

experience

- Honasa Consumer Ltd. *February 2024 - Present*
Brands - Mamaearth, The Derma Co., Aqualogica, Dr. Sheth's, BBLUNT
Assistant Manager – In-House Communications *October 2025 - Present*
 - Lead content ideation, strategy & creative direction for product launches, performance videos, digital films, and brand campaigns
 - Curated messaging for launch events, milestone announcements, and press communications
 - Manage a team of 2 for execution across D2C website, e-commerce, offline spaces, CRM, influencer campaigns, and corporate communication
- **Senior Executive – In-House Communications** *February 2024 - October 2025*
 - Spearhead communication across 5 brands, ensuring a consistent and unified brand voice
- **Marketing Manager - Content Lead** *October 2023 - January 2024*
YourSpex By GKB Eyewear
 - Conceptualized & executed strategic sales campaigns across digital & print
 - Devised launch strategies for new products and administered visual + textual communication
 - Led influencer marketing collaborations & managed brand's social media presence
- **Marketing Executive - Content Lead** *December 2021 - April 2023*
Pureplay Skin Sciences
Brands - Plum BodyLovin', Phy & Baby Plum
 - Directed communication across multiple lifestyle brands, including launch campaigns & brand storytelling
 - Managed a team of 5 designers for campaign execution
 - Strengthened social media presence and crafted creative assets for product launches
- **Marketing Intern** *June - August 2021*
Pureplay Skin Sciences
 - Researched launch strategies & created marketing content across social media, PDPs, and blogs
- **Content Writing Intern** *February - March 2021*
Times Internet - MensXP
 - Conceptualized stories, blogs, and mailers; curated brand content across lifestyle categories
- **Graphic Design & Content Writing Intern** *September - December 2019*
Rayon Mag
 - Produced articles, graphics & backend communication for the digital publication
- **Content Writing Intern** *May - July 2019*
Times Internet - MensXP Shop
 - Researched trends, wrote product descriptions & content for online campaigns