

ITIKA KAMRA

SKILLS

Content creation, story curation, event guestlisting and experience curator in the field of hospitality, travel, fashion and lifestyle

EXPERIENCE

Content Creation

Experience in content creation of more than 5 years and counting which was started during covid, while I was also associated with an event creation and planning company named and styled as "Experience Curators"

Travel & Hospitality

Worked with various top brands in the country namely Taj Group, ITC Group, Suryagarh (Jaisalmer), Fairmont Group, Marriot Aravalli, Aurika (Luxury Hotels by Lemon Tree), Sarovar Portico and Western Group of Hotels across the country.

Experience of working with various restaurant chains/ brands such as One8Commune, Manor, Khubani, Begum, Gola Sizzlers. Recently did a travel hosting for Eraaya Stays.

Fashion & Lifestyle

Have created a niche in the fashion industry by working with brands namely Coach, Raw Mango, Talking Threads, Zabella, Malmal, Sheetal Batra, Abhinav Mishra, Almaari by Pooja, Uniclo, Romaa Agarwal, Designs by Queen Bee, Manvi Daga Studio, Douxamour, etc.

EDUCATION

Masters in Business Administration | ICFAI Business School (Hyderabad)

OBJECTIVE

- To expand my skillset and domain knowledge while also expansively working for the growth of the company.
- To help promote the brands associated with the company through social media handle and PR activities.
- To help gain brand visibility to its customers by accelerating marketing & communication activities for the brand.
- To regularly keep up with the social media trends and leverage them to brand's clients or for brand's advantage.



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OTHER EXPERIENCE

Guestlisting for various lifestyle brands such as Neal's Yard Remedies at Promenade Mall, Isya Derma Clinic, The Face Centre, High Life Exhibition

Panelist at IPRCC for exchange4media (Fashion & Lifestyle Influencer). Felicitated with the Lifestyle & Fashion Influencer Award