

SOCIAL MEDIA

CRM

PR

BRANDING

# PORT*folio*

ZEENAT FARHEEN YESMIN



# about me

Zeenat Farheen  
Yesmin

I'm not into marketing for the sake of it. I care about what actually lands and makes sense to the audience, so I end up working across CRM, content and campaigns, figuring out what works and pushing it until it does.

zeenat.yesmin@gmail.com  
New Delhi, IN



## #Work Experience

(3 years 7 months):

Marketing & PR Intern (Graduation Project)  
Reliance Brands Limited - Ferragamo | 2025.01-2025.04

Marketing & PR Intern  
Reliance Brands Limited - Mothercare | 2024.06 - 2024.07

Lead Analyst, Content Operations Specialist, Korean  
London Stock Exchange Group (LSEG) | 2023.04 - 2023.07

Assistant Sales Officer  
Assam Air Products Pvt. Ltd. | 2019.07 - 2020.12

Social Media Marketing (campus entertainment officer)  
VIACOM 18 (VH1, MTV India) | 2018.06 - 2019.06

Marketing Intern  
The HPAIR under Internshala | 2018.05 - 2018.07

## #Education

Master of Fashion Management (M.F.M.) | Major-  
Fashion Marketing & Retail | NIIFT, Delhi | 2023-2025 |  
CGPA : 8.8/10

M.A. in English (Hons.) | Specialization - Literary  
Criticism & Theory | IGNOU, Delhi | 2023-2025

B.Tech. in Mechanical Engineering | DUJET, Dibrugarh  
University | 2015-2019 | CGPA : 7.43/10 (3.01/4.0)

B.A. in English (Hons.) | IGNOU, Assam | 2016-2018 |  
CGPA : 3.08/4.0

High School, XII (Science) - AISSCE | MBRS, Guwahati |  
2014 | Grade : 86.4%

## #Skills

CRM Marketing - (SMS/Email/Telecalling/WhatsApp),  
Trigger campaigns, Catalogue Design, Copywriter |  
Social Media Marketing | Influencer Marketing | PR  
Campaigning | Brand Marketing | Product Marketing |  
Content Analyst | Translator



MS Office, Canva, Adobe Lightroom



<https://www.linkedin.com/in/zeenatfarheen>



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> Ferragamo India brand marketing - CRM, PR & Social Media

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> Mothercare India brand marketing - CRM & Social Media

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> Content - Social Media & Event Coverage

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> Layout + Blog Strategy → Digital Marketing

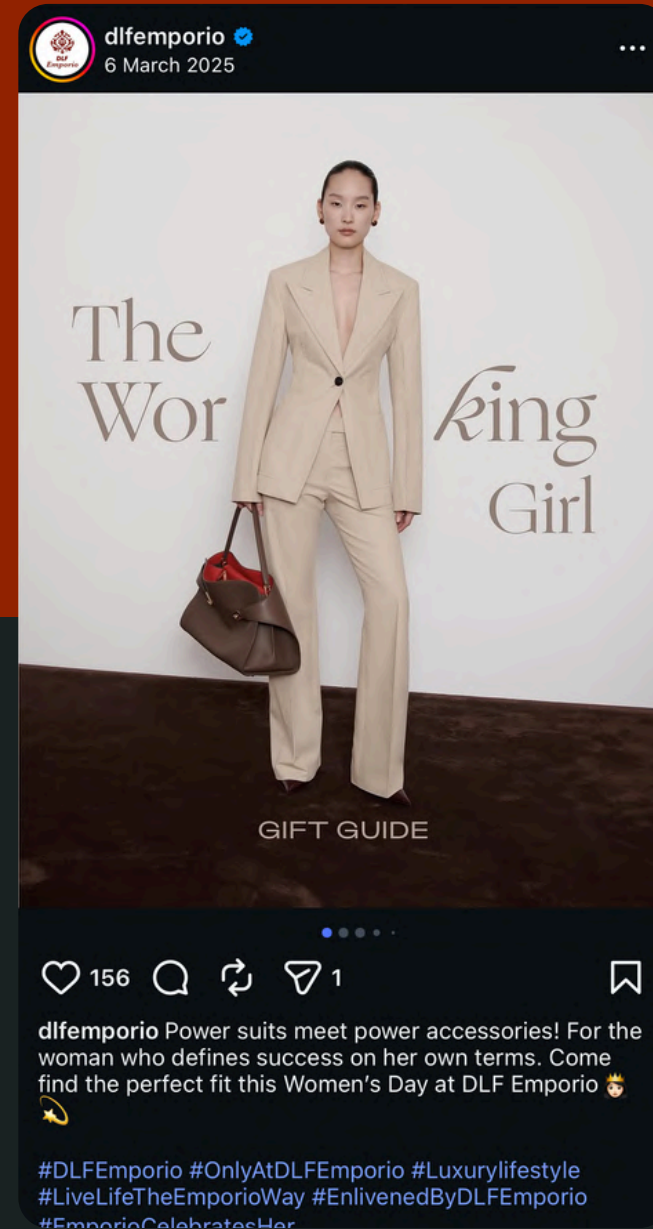
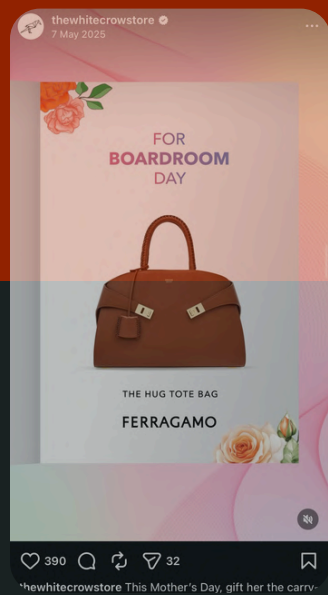
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***Driving Brand Perception & Category Engagement through CRM:  
A Strategic SS'25 Marketing Implementation for Ferragamo India***

**[RBL]<sup>10</sup> FERRAGAMO**

# BRAND VISIBILITY - SOCIAL MEDIA



Ferragamo India extends its digital visibility via select Instagram partner platforms – luxury mall accounts (DLF Emporio, Jio World Plaza, UB City, Quest Mall), The White Crow, and Ajo Luxe, ensuring a curated brand presence

WHATSAPP

**FERRAGAMO** **FERRAGAMO** **FERRAGAMO**

**THE LUXURY SHOPPING FESTIVAL IS LIVE!**  
Start the year in style. Indulge in our most distinguished creations featuring timeless Italian craftsmanship and unmatched elegance, all at exceptional prices.

**INDULGENCE AWAITS**  
Exclusive collection of Italian icons, all available at enticing prices. Don't miss out!

**LAST CALL**  
Luxury Shopping Festival ends soon. Grab your favourite Italian styles at exclusive prices before they slip away. Don't miss out.

To know more, kindly contact:  
Nagaraj +91 80884 17068 | Palladium, Mumbai

For more information, kindly contact:  
Nagaraj +91 80884 17068 | UB City, Bangalore

For more information, kindly contact:  
Gaurav +91 97173 48899 | DLF Emporio, Delhi

EMAIL

**FERRAGAMO** **FERRAGAMO** **FERRAGAMO**

**THE LUXURY SHOPPING FESTIVAL IS LIVE!**  
Indulge in timeless Italian craftsmanship & unmatched elegance with our distinguished creations, now at exceptional prices.

**ITALIAN OPULENCE AT SPECIAL PRICES.**  
Bag our exclusive collection of Italian icons, all available at enticing prices. Whether you're treating yourself or gifting someone special, our curated collection has it all.

**LAST CALL**  
Luxury Shopping Festival ends soon. Grab your favourite Italian styles at exclusive prices before they slip away. Don't miss out.

FOR ANY ASSISTANCE, KINDLY CONTACT:  
Nagaraj +91 80884 17068 | Palladium, Mumbai  
Nimesh +91 98209 09179 | Jio World Plaza, Mumbai  
Nagaraj +91 80884 17068 | UB City, Bangalore  
Ruchika +91 98316 81800 | Quest Mall, Kolkata  
Gaurav +91 97173 48899 | DLF Emporio, Delhi

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Ruchika +91 98316 81800 | Quest Mall, Kolkata  
Gaurav +91 97173 48899 | DLF Emporio, Delhi

SMS

Dear Customer,  
Make the most of Luxury Shopping Festival & treat yourself to Italian icons by Ferragamo at unbeatable prices. Explore: <https://wa.me/9831681800>

Dear Customer,  
Luxury shopping festival ends soon! Shop your favourite Ferragamo styles at exclusive prices. Hurry, don't miss out: <https://wa.me/9717348899>

# CRM & PRODUCT PUSHES

Fig.: Ferragamo India CRM January Creatives

**FERRAGAMO** **FERRAGAMO**

**CELEBRATE LOVE WITH A HUG**  
This Valentine's Day, gift Italian icons from our curated collection of timeless treasures - crafted to be cherished forever.

**MEET OUR NEWEST ARRIVALS!**  
A new season of style is here! Ferragamo's Pre-Spring collection blends classic designs with bold details on signature handbags, wallets, accessories and more.

For more information, kindly contact:  
Gaurav: +91 97173 48899 | DLF Emporio, Delhi

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Ruchika +91 98316 81800 | Quest Mall, Kolkata  
Gaurav +91 97173 48899 | DLF Emporio, Delhi

EMAIL

Dear Customer,  
Love is in the details at Ferragamo. Discover timeless & elegant tokens of affection, perfect for Valentines Day. Shop: <https://wa.me/9820909179>

JM-SFRGMO >

Dear Customer,  
Ferragamo Pre-Spring Edit is here! Embrace a fresh take on iconic designs & bold details that exudes effortless charm: <https://wa.me/9717348899>

SMS

**FERRAGAMO** **FERRAGAMO**

**ABOUT US**

**OUR INSPIRATION**

**MEN'S SMALL LEATHER GOODS**


Double Adjustable Belt  
New Look - 110000  
Color: Brown  
Price: ₹ 12,500

Double Adjustable Belt  
New Look - 110000  
Color: Brown  
Price: ₹ 12,500

SPRING CATALOGUE

Fig.: Ferragamo India CRM February Creatives


**FERRAGAMO**



**SIGNATURE STYLE, TIMELESS ICON**


Discover the everyday versatility of Ferragamo's Gancini accessories: jewelry, wallets, belts & more. Designed for seamless transitions from day to night, these pieces are the perfect embodiment of Italian craftsmanship, whatever the occasion.

For Him      For Her



For more information, kindly contact  
Adrian: +91 98194 27533 | Palladium, Mumbai

**FERRAGAMO**




**THE NEW ICON**

Sculpted from smooth folds of Italian leather with hand-finished handles, testament to its artisanal craftsmanship. Its spacious form balances function and finesse. Introducing the scarf bag - timeless, versatile and undeniably elegant.

For more information, kindly contact  
Gaurav: +91 97173 82899 | DLF Emporio, Delhi

WHATSAPP


**FERRAGAMO**



**Signature Style, Timeless Icon**


Discover Ferragamo's collection of belts, wallets, bags & more - offering versatile elegance for every occasion. From effortless evening after a casual daytime engagement, all aspects of Italian elegance are yours to enjoy.

For Him      For Her



For more information, kindly contact  
Gaurav: +91 97173 82899 | DLF Emporio, Delhi

**FERRAGAMO**



**THE NEW ICON**

With a bold aesthetic in design, this bag is sculpted from smooth folds of Italian leather revealing the fluidity of the fabric, while the hand-finished handles add a touch of artisanal craftsmanship. Its spacious form carries both essentials and elegance with ease. A scarf bag for every chapter of your story - effortlessly, timelessly, undeniably versatile.

**TO KNOW MORE, KINDLY CONTACT:**

Gurgaon: +91 98203 09721 | Palladium, Mumbai  
Mumbai: +91 98203 09721 | Jio World Plaza, Mumbai  
Ajmer: +91 98492 89424 | UB City, Bangalore  
Lucknow: +91 98203 09721 | Quest Mall, Kolkata  
Gurgaon: +91 97173 82899 | DLF Emporio, Delhi


EMAIL

Dear Customer,  
Treat yourself to iconic Ferragamo belts, accessories & more and elevate your look no matter the occasion. Shop now: <https://wa.me/9831681800>

Dear Customer,  
Timeless, versatile & crafted in smooth folds of Italian leather, the new Ferragamo scarf bag is a must-have. Shop now: <https://wa.me/9826500729>

SMS

Fig.: Ferragamo India CRM March Creatives



**FERRAGAMO**  
Spring Summer '25 Catalogue


**FERRAGAMO**

**ABOUT US**

Welcome to the world of Ferragamo, a timeless icon in the luxury industry since 1927. Renowned for crafting exquisite collections of shoes, leather goods, apparel, and accessories, Ferragamo epitomizes creativity, innovation, and sustainability.


With a legacy steeped in Italian savoir-faire, each product embodies uniqueness, exclusivity, and impeccable style. Explore our offerings and experience the essence of Ferragamo's heritage and craftsmanship firsthand.

**FERRAGAMO**



**WOMEN'S HANDBAGS**

**FERRAGAMO**



**Florence Tote**  
Style Code: 218953  
Colour: Beige/Blue  
Price: INR 1,65,000

**Florence Tote**  
Style Code: 218953  
Colour: Blue  
Price: INR 1,65,000

**GET IN TOUCH**


In-store 1 on 1 appointments  
Virtual shopping via WhatsApp or video call  
Home delivery  
Home Appointments

For any assistance, please contact:

DLF Emporio, Delhi Gurgaon: +91 97173 82899	Quest Mall, Kolkata Lucknow: +91 98203 09721
Palladium, Mumbai Gurgaon: +91 98203 09721	Jio World Plaza, Mumbai Mumbai: +91 98203 09721
UB City, Bangalore Ajmer: +91 98492 89424	


SPRING SUMMER'25 CATALOGUE

**FERRAGAMO**




**THE WAIT IS OVER!**

Your new favourites have just arrived. Each pair is meticulously crafted exuding Italian artistry and contemporary design. Step into summer with effortless elegance!



For more information, kindly contact:  
Lucknow: +91 98203 09721 | Quest Mall, Kolkata

WHATSAPP



**FERRAGAMO**  
Women's Footwear


**FERRAGAMO**

**ABOUT US**

Welcome to the world of Ferragamo, a timeless icon in the luxury industry since 1927. Renowned for crafting exquisite collections of shoes, leather goods, apparel, and accessories, Ferragamo epitomizes creativity, innovation, and sustainability.

With a legacy steeped in Italian savoir-faire, each product embodies uniqueness, exclusivity, and impeccable style. Explore our offerings and experience the essence of Ferragamo's heritage and craftsmanship firsthand.

**FERRAGAMO**



**Iconic Bow Sling Back**  
Style Code: 612782  
Colour: Brown  
Price: INR 95,000

**Iconic Bow Sling Back**  
Style Code: 612783  
Colour: Red  
Price: INR 95,000

**CONTACT**

In-store 1 on 1 appointments  
Virtual shopping via WhatsApp or video call  
Home delivery  
Home Appointments

For any assistance, please contact:

DLF Emporio, Delhi Gurgaon: +91 97173 82899	Quest Mall, Kolkata Lucknow: +91 98203 09721
Palladium, Mumbai Gurgaon: +91 98203 09721	Jio World Plaza, Mumbai Mumbai: +91 98203 09721
UB City, Bangalore Ajmer: +91 98492 89424	

WOMEN'S FOOTWEAR CATALOGUE

Fig.: Ferragamo India CRM April Creatives

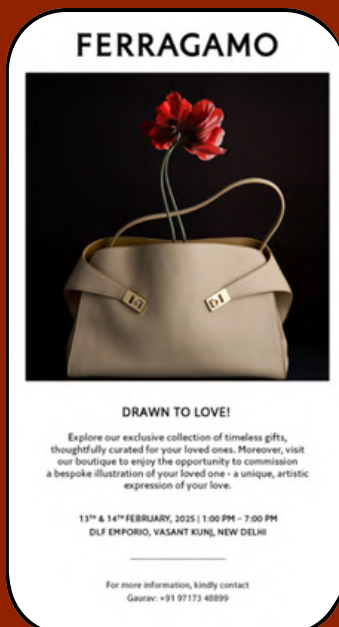


Fig: Ferragamo footwear relaunch & SS'25 instore preview event

## PR CAMPAIGNS FERRAGAMO



Fig: Ferragamo footwear relaunch PR package



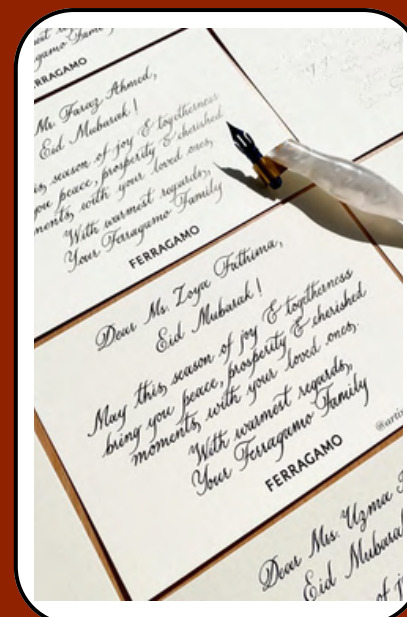
Evites



DLF Emporio, New Delhi

Jio World Plaza, Mumbai

Fig: Ferragamo V-day instore activation



Calligraphy Card



Gift Box with Ferragamo packaging

Fig: Ferragamo Eid gifting campaign



Bouquets delivered with the Ferragamo calligraphy card PAN India



Fig.: Ferragamo Birthday & Anniversary campaign

INDUSTRY INTERNSHIP PROJECT

2024

# *CRM retention, Social Media strategic plan & execution for Mothercare India*



[RBL]<sup>10</sup>

  
mothercare

Campaign ID: TCM0109789

Campaign Name: MC Telecalling & SMS EOSS Loyal

Target Audience: 37,673

## TELE-CALLING CAMPAIGN SCRIPT

CHANNEL - STORES

### EOSS - Preview

Store: Hi! Is this \_\_\_\_\_?

Customer: Yes, speaking. Who's calling?

Store: Hi, this is \_\_\_\_\_ from Mothercare. How have you been?

Customer: I'm doing alright, thanks. What's up?

Store: We wanted to let you know about our End of Season Sale with FLAT 50% OFF on everything starting this Friday.

Customer: Okay, that sounds good.

Store: Being our loyal customer we want to give you a special EXCLUSIVE early access on 20th June, Thursday.

Store: We can send you a catalog on WhatsApp, tailored to your little one's needs. Could you let me know how old your baby is?

Customer: My baby is \_\_\_\_\_ year old, please share, that would be helpful.

Store: Great! I'll send it shortly. If you need anything, just ask for me, my name is \_\_\_\_\_, when you visit the store. We're here to assist you.

Customer: Thanks for the info.

Store: No problem! Looking forward to seeing you. Take care!

Customer: You too. Bye!

Age Group	Particulars & Content	Channel	Customer Group	Code / Alt Copy
All	Mothercare Birthday Offer	SMS	Mothercare August Birthday Customers	Dear Parents, mark your baby's birthday month with Rs.1000 OFF* at Mothercare! Use Code: {{1}}. Valid until 31st Aug'24. *T&C apply.
All	Bounce Back Reminder	SMS	July Shoppers > 1500 Bill Value	Dear Parent, SPECIAL VOUCHER at Mothercare awaits you on your next visit. Hurry, stop by a store near you and enjoy savings on baby clothing & more. *T&C
0-6 M	Breast - Feeding Tips for Newborns	SMS	Age-wise	Dear new parent, breastfeeding builds immunity and bonds. Find expert tips & essentials from Mothercare here: [link]. Happy Parenting!

## TRACKER MESSAGES - CONTENT SCRIPT

Planned and executed CRM-driven tele-calling and SMS campaigns with personalized messaging for targeted customer segments.

# OBJECTIVE: TO DEVELOP AGE-WISE TRIGGER CAMPAIGNS TO ENHANCE CUSTOMER ENGAGEMENT AND RETENTION

AGE-WISE PLAN / TRIGGER CAMPAIGNS

## LAST TRIMESTER-

- Newborn Checklist
- Hospital Bag Checklist
- Nursing Essentials for New Moms

## 0 MONTHS -

- Bathing a Newborn
- Baby Feeding
- Colic - How to deal

## 1 MONTH -

- Introducing Tummy Time
- Aid Visual Development

## 2 MONTHS -

- Ensuring Toe Safety (Mothercare USP)
- How to Swaddle for a Comfortable Sleep

## 3 MONTHS -

- Encouraging baby's first laugh

## 4 MONTHS -

- How to introduce sensory playtime

## 5 MONTHS -

- Starting baby's first foods
- Seasonal: summer- breathable fabrics, winter - layering

## 6 MONTHS -

- Helping your baby sit upright
- Half birthday offer from Mothercare

## 7 MONTHS -

- Ideas on Introducing Solids - Food Ideas / Recipes (Foods your baby will love)

## 8 MONTHS -

- Baby proofing the house

## 9 MONTHS -

- Baby Led Weaning
- Hacks to help your baby walk

## 10 MONTHS -

- Helping baby during teething

## 11 MONTHS -

- Picking the right footwear for your baby

## 12 MONTHS -

- First birthday planning tips
- Birthday offer from Mothercare

## TRIGGER CAMPAIGN WRITEUPS (6-12 MONTHS)

### Introducing Food Solids - 6 to 8 months old

#### 1. What to Prepare: (pictures)

Stumped on what solids to start with? Here are some suggestions:

- **For 6-8 month baby:** Mostly Puréed /mashed veggies, fruits, and meats (Link: <https://images.ctfassets.net/6m9bd13t776q/5ZE8MxizbiLdAUvuRNc7KV/d40b9529f805ac67fc71eebd3a9cf49/food-starter-guide-750x2155.png?fm=webp&q=75>)
  - Puréed vegetables: carrots (gajar), pumpkin (kaddu), peas (matar), cauliflower (gobhi), potatoes (aloo), sweet potato (shakarkandi), Broccoli.
  - Mashed fruits: banana (kela), cooked apple (seb), pear (nashpati), mango (aam).
  - Single ingredient soups: lentils (dals), vegetables, chicken, or meat.
  - Gluten-free cereals: baby rice cereal or rice with milk. Introduce gluten foods gradually between six and seven months while breastfeeding.

**Tip:** These food items can be prepared either by boiling/pressure cooked with water, breast milk accordingly and then mashed smoothly without lumps.

6 TO 8 MONTHS -INTRODUCING FOOD SOLIDS

- **For Post 7 months and 8 months baby:** Introducing Single-ingredient finger foods and purees together, Nibblers (Link: [https://cdn.shopify.com/s/files/1/0011/5913/5279/files/rsf\\_babies\\_first\\_foods-01\\_480x480.jpg?v=1681757730](https://cdn.shopify.com/s/files/1/0011/5913/5279/files/rsf_babies_first_foods-01_480x480.jpg?v=1681757730))

\*\*\*\*When your baby can sit upright, hold their head steady, grasp food, and bring it to their mouth, they are ready for finger foods. Teeth aren't necessary; start with soft foods that dissolve easily. Ideal starter finger foods include:\*\*\*\*

- Fruits: Peach slices, Mango strips, Chopped banana, kiwi, and pears, Avocado slices
- Cooked sweet potato pieces
- Shredded cheese
- Ground meat or clumps
- Flaked, boneless salmon
- Cooked, smashed beans
- Strips of whole wheat pancakes without added sugar or salt

### 10 months - Helping Baby During Teething

Capture your baby's adorable gummy grin while you can. Teeth arrive quickly, often bringing discomfort. Babies fuss, cry, and lose sleep. *Wondering if teething has started?* Each baby is unique, but a guideline on how to deal with this phase will help parents navigate it soothingly.

- **Signs of teething in your baby may include:** (infograph: <https://pin.it/6hOBVCMfp>)
  - Crying or fussiness
  - Increased drooling
  - Low-grade fever (below 101°F)
  - Trouble sleeping
  - Swollen or reddened gums
  - Brief loss of appetite
  - Rubbing cheeks or pulling ears
- **How to Help Your Teething Baby - Tips & Tricks** (Link: <https://pin.it/6TJm3cY2r>)

10 MONTHS- HELPING BABY DURING TEETHING

### meal time essentials for happy eating



### STARTING SOLIDS -

AN INSTAGRAM CAROUSEL INFOGRAPHIC



**MOM-TO-BE MUST HAVES**

**SUGGESTIONS**

- Nursing bra
- Nursing nightdress
- Soothers gel pads
- Nipple cream
- Feeding Pillow
- Maternity Pads
- Maternity Disposable Briefs
- Breast pump (Advanced pump&go)
- Freezer bags for milk storage
- Set of storage bottles and bags

**NEWBORN**

**SUGGESTIONS**

- Onesies / Jablas / Caps / Mittens
- Towels / Napkins
- Diaper / Wipes / Diaper Rash cream
- Bottles / Pacifiers
- Quick-dry mat with changeable cloth covers
- Blanket
- Baby Pillow
- Baby Toiletries (Soap, Shampoo, Moisturising cream, Oil)
- Nail cutter set
- Laundry Detergent

**AGE: 3-6 MONTHS**

**SUGGESTIONS**

- Pram / Strollers
- Diapers
- Onesies / Sleepsuits & Rompers
- Top Wear / Bottom Wear
- Rattles
- Moving Toys/ Colour Blocks
- Playmats
- Reusable Cloth Diaper
- Detergent / Washing Powder
- Socks

**AGE: 6-12 MONTHS**

**SUGGESTIONS**

- Onesies / Sleepsuits & Rompers
- Top Wear / Bottom Wear
- Diapers
- Toiletries / Mosquito Repellant / Finger toothbrush
- Feeding & Weaning Cutlery / Bibs
- Teethers / Spouts and Sippers
- Knee pads / Socks
- High Chair / Walkers
- Soft Toys / Board Books
- Detergent / Washing Powder

**AGE: 12-24 MONTHS**

**SUGGESTIONS**

- Onesies / Sleepsuits & Rompers
- T-shirts/ Tops / Dresses / Bottomwear
- High Chair / Walkers
- Socks & Innerwear / Footwear
- Toiletries / Mosquito Repellant / Finger toothbrush
- Feeding & Weaning Cutlery / Bibs
- Teethers / Spouts and Sippers
- Knee pads / Socks
- Soft, Wooden Toys / Board Books
- Detergent / Washing Powder

**AGE: 24-36 MONTHS**

**SUGGESTIONS**

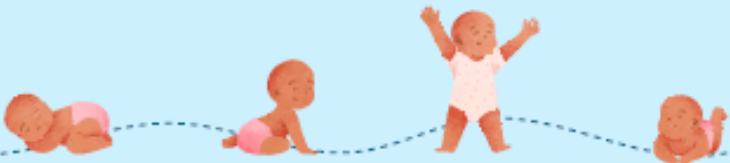
- T-shirts/ Tops / Dresses / Bottom / Partywear
- Socks & Innerwear / Footwear
- Sippers/ Water Bottle
- Bowl + Cutlery Set
- Toilet Seat
- Training Panties / Diaper Pants
- Toiletries
- Blocks / Books / Big Sized Crayons
- Clay
- Child Safe Craft

IMPLEMENTATION OF AGE-WISE PRODUCT RECOMMENDED CATALOGUES SENT TO STORES

mothercare 

**starting solids**  
baby's signs & tips

- 1 make your baby stay in a sitting position
- 2 notice if they can keep their head steady
- 3 shows interest, watches you eat food
- 4 displays the ability to chew
- 5 start with single-ingredient purees
- 6 wait at least 3 days after starting a new food



STARTING SOLIDS GUIDE INFOGRAPHIC

things you need to start solids


- highchair with a broad, stable base  
make sure to buckle the safety straps
- easy to wipe-clean bib that covers your baby's front and shoulders
- soft tip spoons that are easy on the baby's gums
- reusable baby food containers for the DIY baby food parents
- suction bowls with lid great for travel & mess-free meals
- soft microfiber towels gentle on baby's skin & easy to clean up after
- baby safe soap lather a little, and give a quick wipe-down

follow us for offers, launches and more. @mothercare\_india




Infographic & Catalogue distribution for targeted customer segments during in-store visits

# OBJECTIVE: TO EVALUATE CRM AND SOCIAL MEDIA EFFORTS TO BOOST RETENTION AND DRIVE SALES

EOSS CAMPAIGN - CATALOGUE DESIGN (PREVIEW, MID-SALE, LAST-CALL)

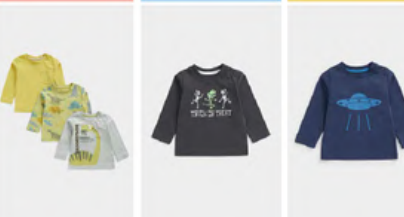


**END OF SEASON SALE**  
**Big Offers**  
for your little ones!

**baby clothing.**

**END OF SEASON SALE**




Mothercare Jurassic Museum Boys Full Sleeves Round Neck Tee - Pack Of 3 - Multi MRP: ₹ 2299.00  
 Mothercare Halloween Boys Full Sleeves Round Neck Tee - Black MRP: ₹ 999.00  
 Mothercare Boys Full Sleeves Round Neck Tee - Pack of 3 Blue MRP: ₹ 799.00

**FLAT 40% off**  
on purchase of 3 or more

- ★ Cotton Jersey for Comfort
- ★ Topped Neck Seam
- ★ Poppers for Easy Dressing

**END OF SEASON SALE**



Mothercare 33 Cotton Wool, Assorted, 75 Was: ₹ 69.00 - Now: ₹ 53.00  
 Soft Cotton Wool, Assorted, 75 Was: ₹ 299.00 - Now: ₹ 224.00

**FLAT 25% off**

- ★ 100% Natural Cotton
- ★ Versatile, Strong & Fully Absorbent

**END OF SEASON SALE**



Unisex Glitter First Walker Shoe - Velcro Opening - Gold MRP: ₹ 249.00  
 Girls First Walker Shoes - Heart Design - Navy MRP: ₹ 249.00

**FLAT 50% off**  
on 2 or more  
Flat 30% off on 1 or more


- ★ Lightweight & Flexible
- ★ Slip Resistant Soles
- ★ Padded Insole


**END OF SEASON SALE**

Discover more products in a store near you or shop online at [www.mothercare.in](http://www.mothercare.in)

List of mothercare stores

Ahmedabad | Ambala | Amritsar | Bangalore | Bathinda | Bhopal | Calicut | Chandigarh | Chennai | Cochin | Dehradun | Delhi | Ghatkopar | Guwahati | Gurgaon | Guwahati | Hyderabad | Jaipur | Jalandhar | Jammu | Kanpur | Kolkata | Ludhiana | Lucknow | Ludhiana | Mumbai | Noida | Pune | Raipur | Sagar | Surat | Thiruvananthapuram | Thiruvananthapuram | Vadodra | Vijayawada | Vishakhapatnam


Follow us on all social media and more  




**little looks, big deals**  
**end of season sale**

**Newborn**


**FLAT 40% off\***



Mothercare Boys Half Sleeve Romper - Green MRP: ₹ 1499 - NOW ₹ 1,029  
 Mothercare Boys Half Sleeve Romper One-Piece Pack Of 2 Heavy MRP: ₹ 1999 - NOW ₹ 1,399  
 Mothercare Girls Half Sleeve Dress - Pink MRP: ₹ 1499 - NOW ₹ 1,049  
 Mothercare Girls Half Sleeve Romper - Purple MRP: ₹ 1499 - NOW ₹ 1,049  
 Mothercare Girls Half Sleeve Romper - Blue MRP: ₹ 1499 - NOW ₹ 1,049  
 Mothercare Boys Half Sleeve Dungaree Set - Blue MRP: ₹ 1499 - NOW ₹ 1,049  
 Mothercare Girls Half Sleeve Dungaree Set - Blue MRP: ₹ 1499 - NOW ₹ 1,049  
 Mothercare Unisex Half Sleeve Bodysuit - Pack of 2 Cream MRP: ₹ 1499 - NOW ₹ 1,049

**Baby Girl**

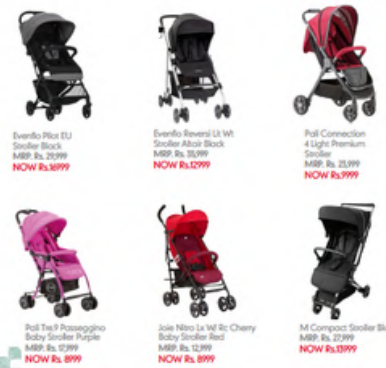
**FLAT 40% off\***




Girls Half Sleeve Dress - Printed - Grey MRP: ₹ 999 - NOW ₹ 699  
 Girls Half Sleeve T-Shirt And Legging Set - Floral Print - Pink MRP: ₹ 1499 - NOW ₹ 1,049  
 Girls Half Sleeve T-Shirt - Heart - Green MRP: ₹ 499 - NOW ₹ 349  
 Girls Short Sleeve T-Shirt - Printed - Pink MRP: ₹ 499 - NOW ₹ 349  
 Girls Legging - Printed - Pink MRP: ₹ 1499 - NOW ₹ 1,049  
 Girls Legging - Printed - Pink MRP: ₹ 1499 - NOW ₹ 1,049

**Travel**

**UPTO 50% off**



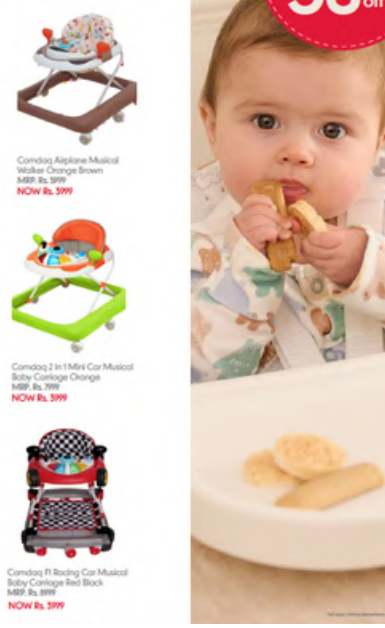
Eventis Plus EU Stroller - Black MRP: ₹ 2999 - NOW ₹ 2099  
 Eventis Revert LX V6 Stroller - Black MRP: ₹ 3199 - NOW ₹ 2299  
 Full Connection 4 Light Premium Stroller MRP: ₹ 2599 - NOW ₹ 1899  
 Full Text 3-in-1 Baby Stroller - Purple MRP: ₹ 2199 - NOW ₹ 1599  
 Jive Niro LX V6 Stroller - Cherry MRP: ₹ 2199 - NOW ₹ 1599  
 M-Connect Stroller - Black MRP: ₹ 2199 - NOW ₹ 1599



Combi 2 in 1 Mini Car Masket Baby Carriage - Orange MRP: ₹ 3999 - NOW ₹ 2999  
 Combi 2 in 1 Mini Car Masket Baby Carriage - Red MRP: ₹ 3999 - NOW ₹ 2999

**Entertainment**

**UPTO 50% off**



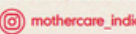
Combi 3-in-1 Baby Walker - Orange MRP: ₹ 3999 - NOW ₹ 2999  
 Combi 3-in-1 Baby Walker - Green MRP: ₹ 3999 - NOW ₹ 2999  
 Combi 3-in-1 Baby Walker - Red MRP: ₹ 3999 - NOW ₹ 2999

**end of season sale**

Discover more products in a store near you or shop online at [www.mothercare.in](http://www.mothercare.in)

List of mothercare stores

Ahmedabad | Ambala | Amritsar | Bangalore | Bathinda | Bhopal | Calicut | Chandigarh | Chennai | Cochin | Dehradun | Delhi | Ghatkopar | Guwahati | Gurgaon | Guwahati | Hyderabad | Jaipur | Jalandhar | Jammu | Kanpur | Kolkata | Ludhiana | Lucknow | Ludhiana | Mumbai | Noida | Pune | Raipur | Sagar | Surat | Thiruvananthapuram | Thiruvananthapuram | Vadodra | Vijayawada | Vishakhapatnam

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# OBJECTIVE: TO EVALUATE CRM AND SOCIAL MEDIA EFFORTS TO BOOST RETENTION AND DRIVE SALES

SOCIAL MEDIA ENGAGEMENT

Structured Instagram content by format, mapping stories, posts and reels to make content more organised and purposeful

## Types of Instagram Stories

In-store Videos



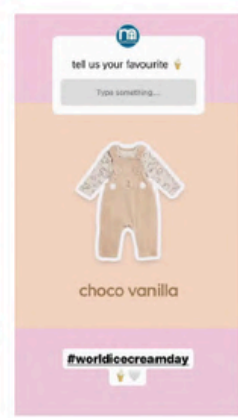
EOSS



This or That



Topical



Quiz

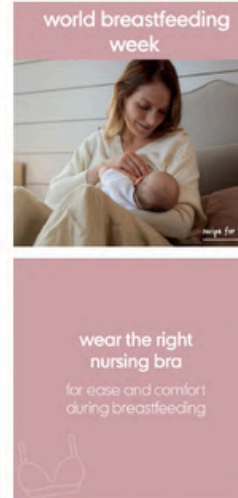


## Types of Instagram Posts

EOSS



Informative



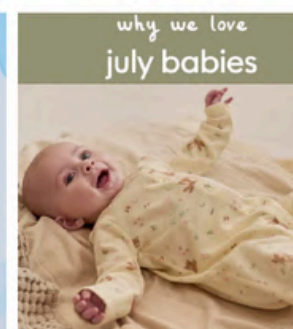
GIF



Product-focused



Month-specific



Influencer Collabs



User-Generated Content



## Reels

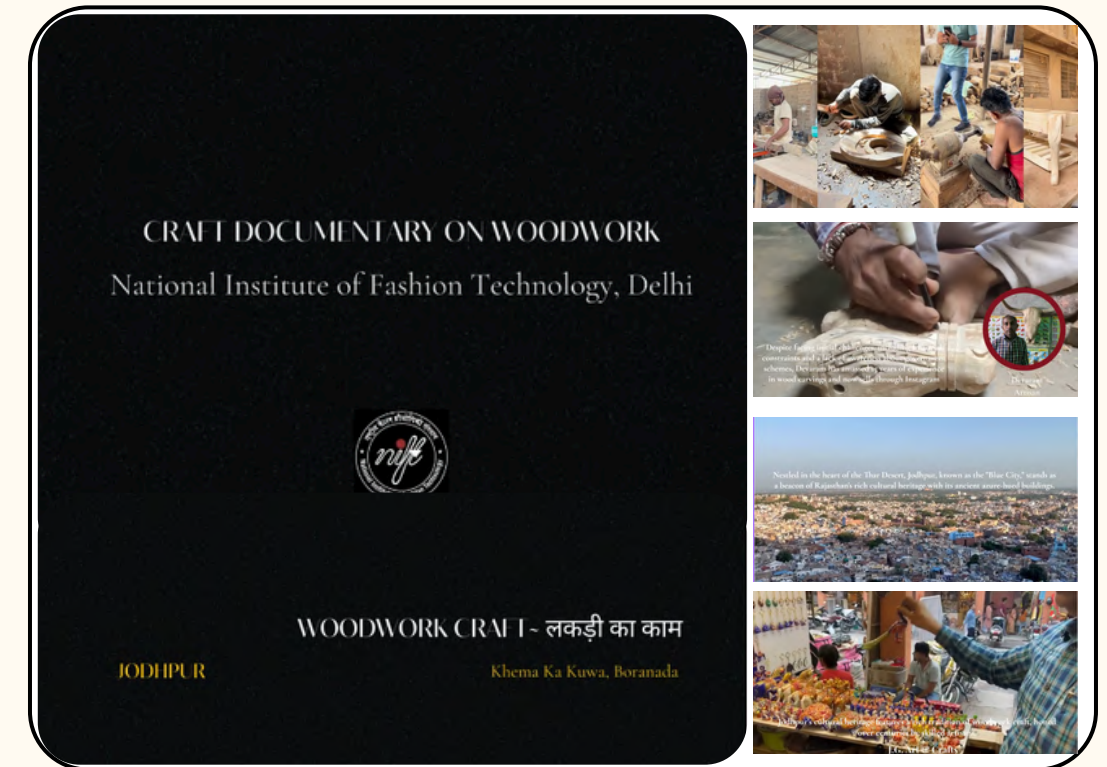
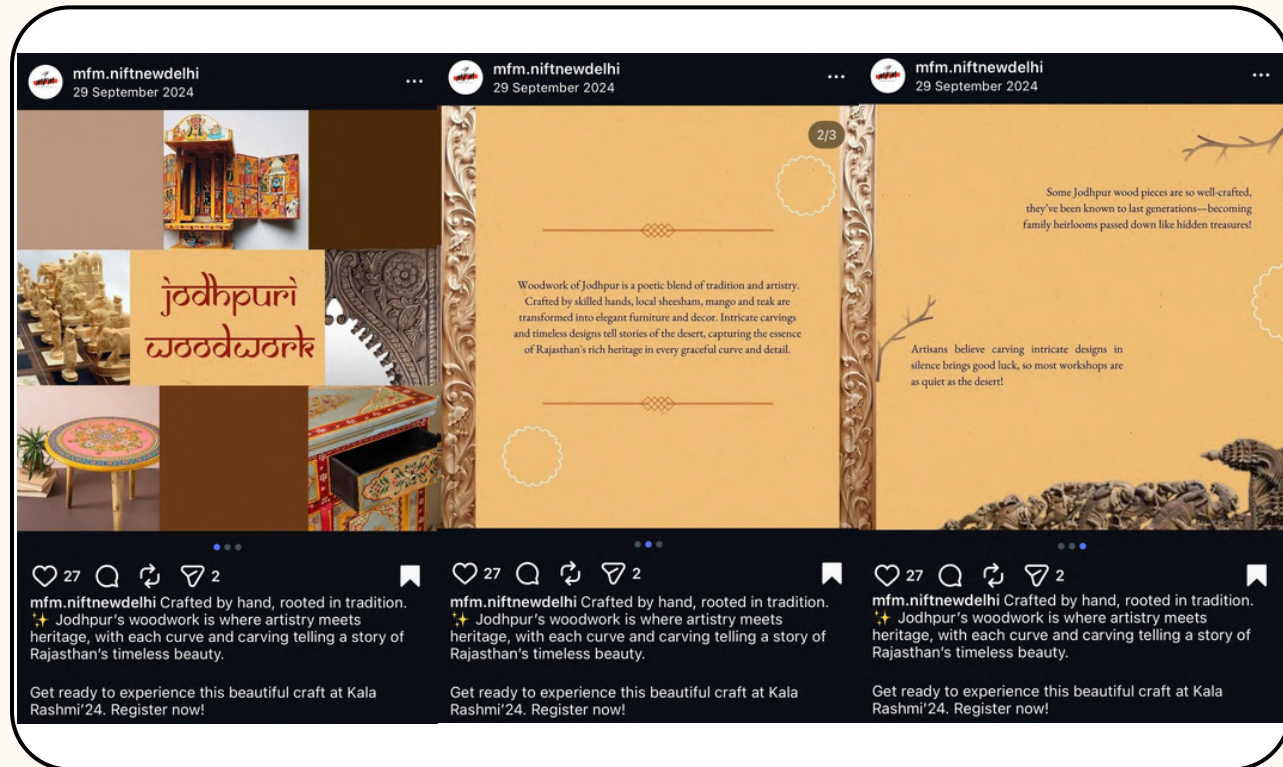


strategies, content development & execution

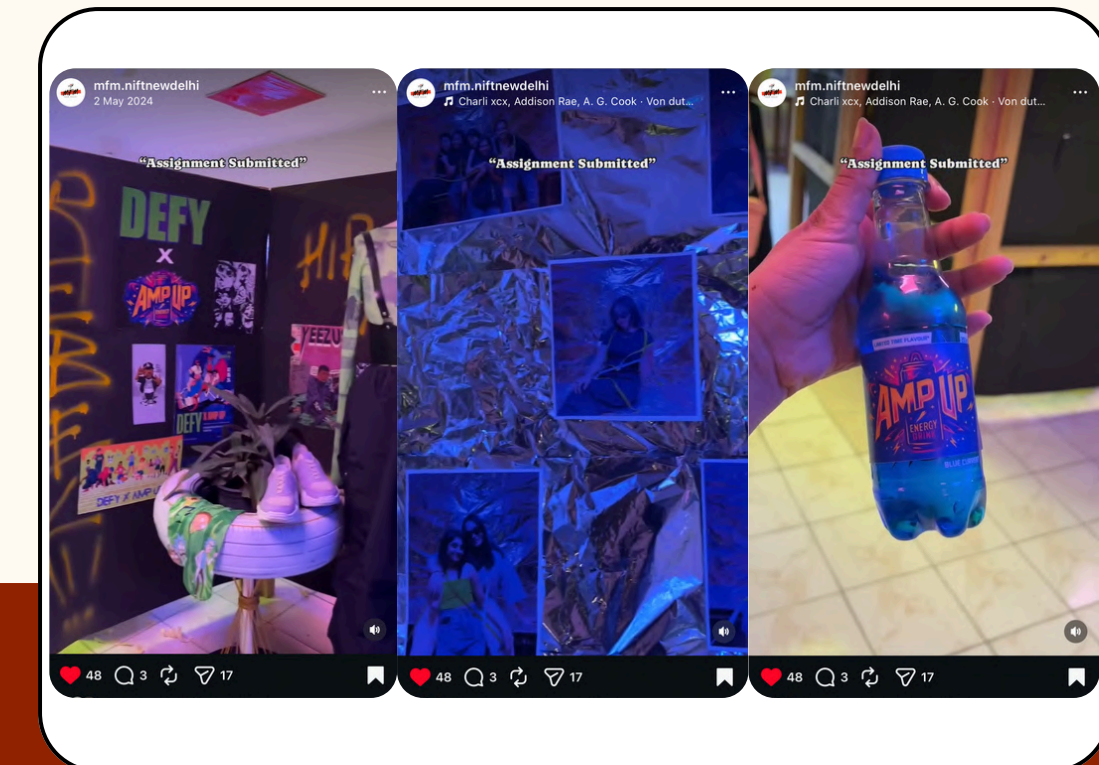
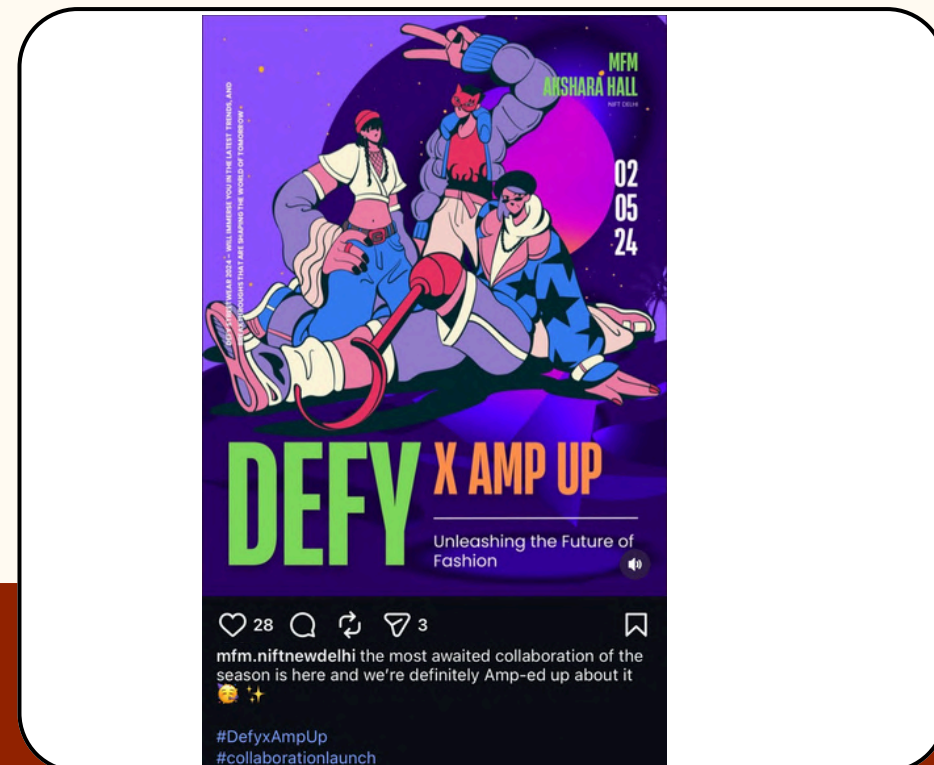
# CONTENT- SOCIAL MEDIA & EVENT COVERAGE

*content, event shoot, brand collaborations, promotions*

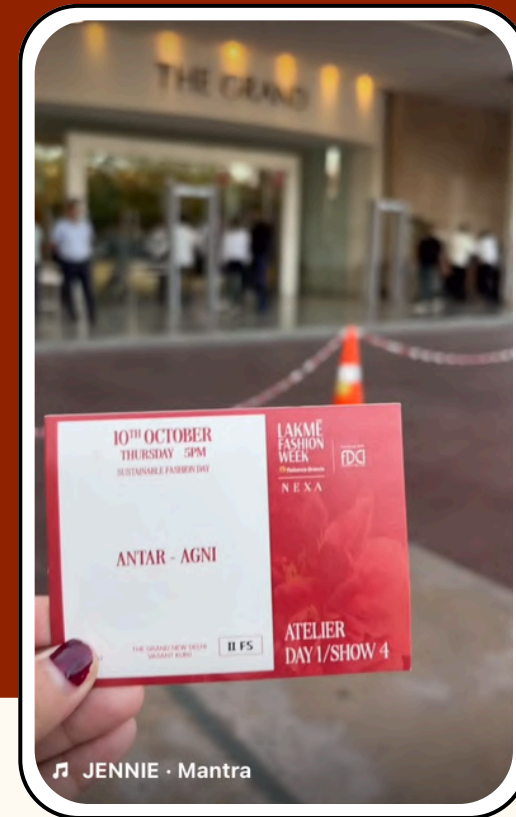




**Artisan Awareness Workshop at NIFT Delhi X FMS Department - Carousel, Banner/Post, Craft cluster documentary videographer**

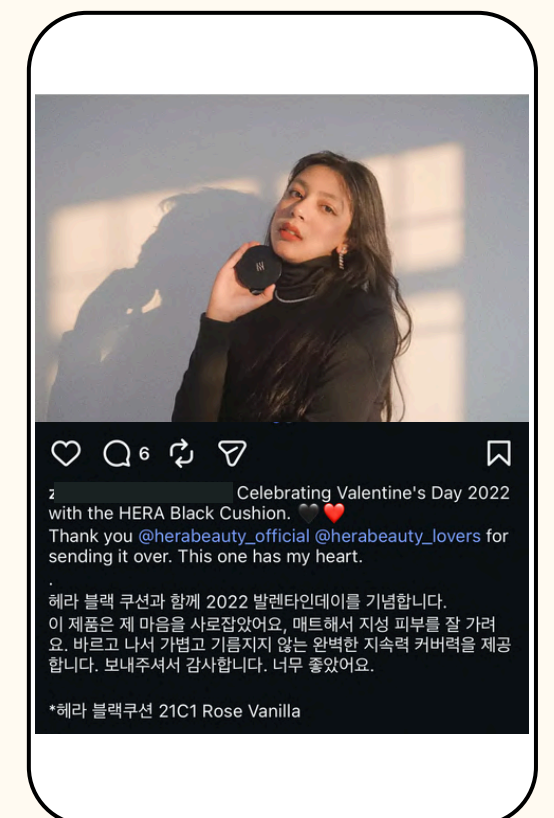
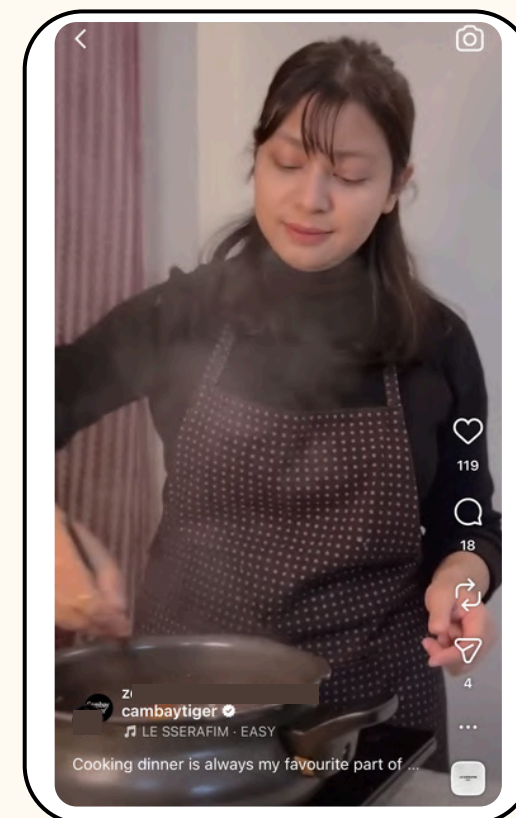
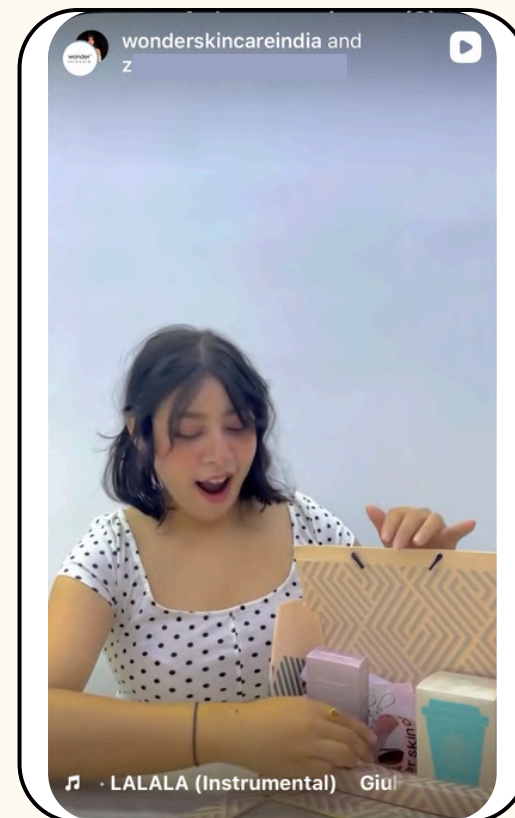
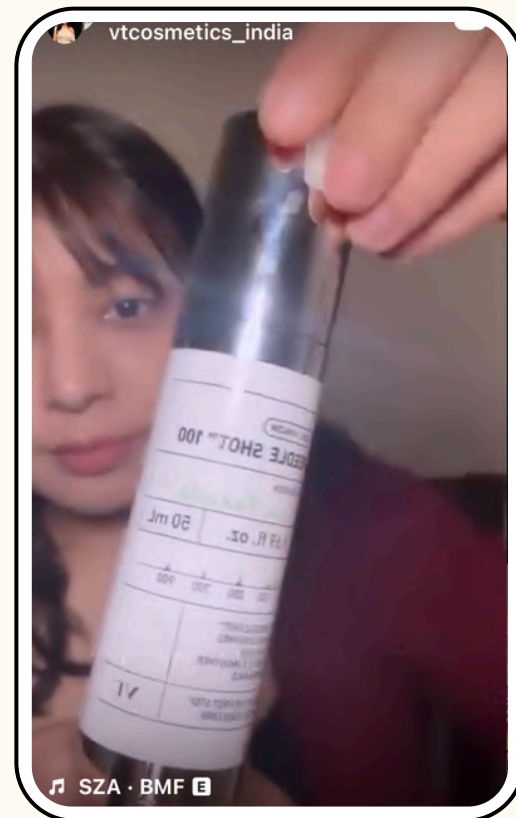


**Experiential Marketing event "DEFY X AMP UP" at NIFT Delhi X FMS Department - Post, Promo reel, Event reel**

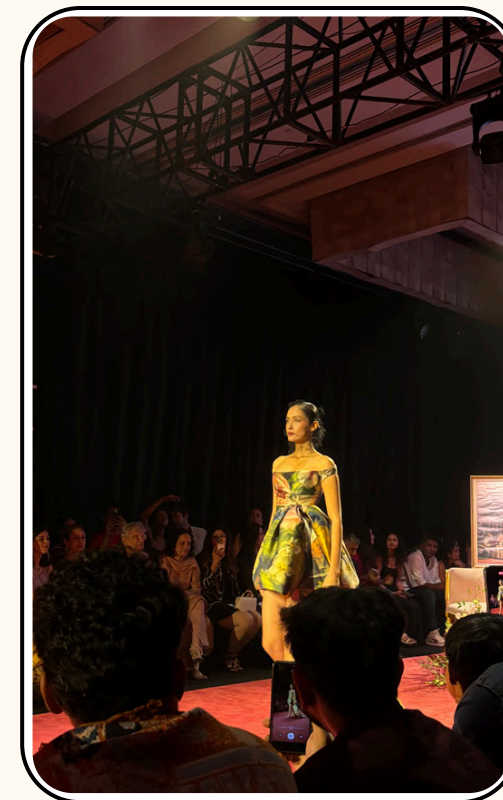


**EVENT COVERAGE -**  
*K-POP Dance Academy session, Korea Kimchi Festival'24, Lakmé Fashion Week'24, K-Food Universe'24*

**BRAND COLLABORATIONS -**  
*VT Cosmetics, Haruharu Wonder, Cambay Tiger, HERA*



**EVENT COVERAGE –**  
*Lakmé Fashion Week '25*



**MOVIE PREMIERE & EVENT COVERAGE –**  
*Jagran Film Festival '24*

strategies, execution & management

# BRANDING & MARKETING

*profiles : gin brand, skincare brand*

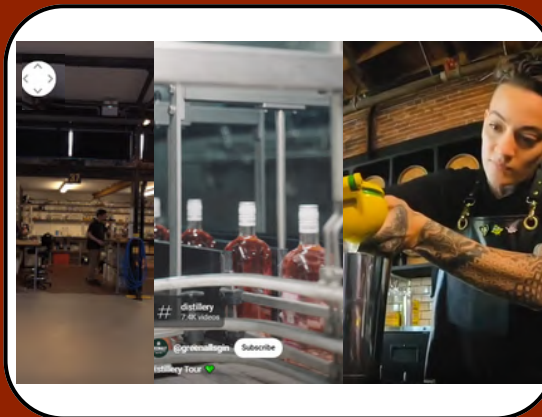




Gin Brand - AMARA GIN



DIGITAL STORYTELLING



EXCLUSIVE EVENTS AND EXPERIENCES



STRATEGIC PARTNERSHIPS & COLLABORATIONS



PUBLIC RELATIONS & MEDIA OUTREACH



EXCLUSIVE TASTING EVENTS

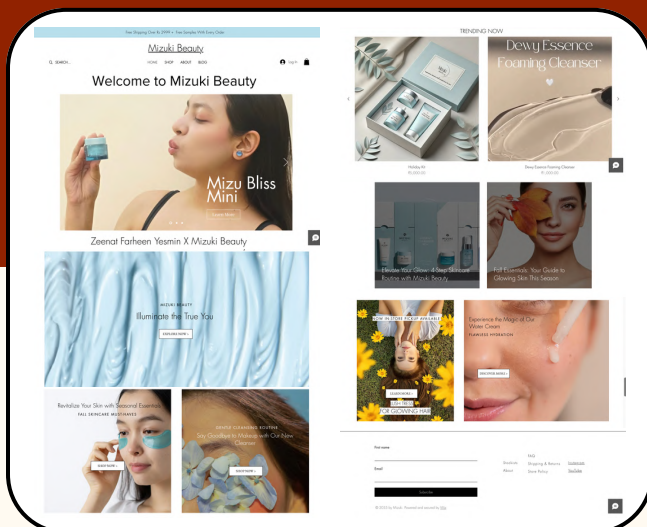


WORD-OF-MOUTH MARKETING

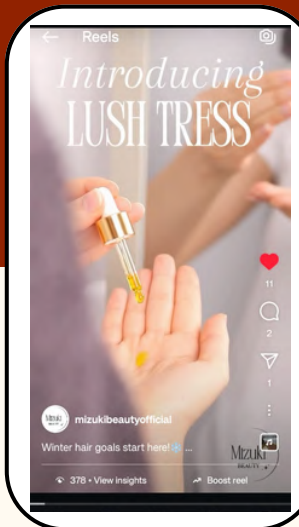
Proposed a 360° branding and marketing strategy, integrating digital storytelling, collaborations and experiential touchpoints to build brand presence.

# BRANDING & MARKETING

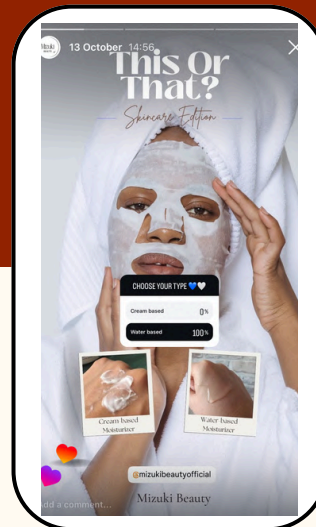
Skincare Brand - Mizuki Beauty



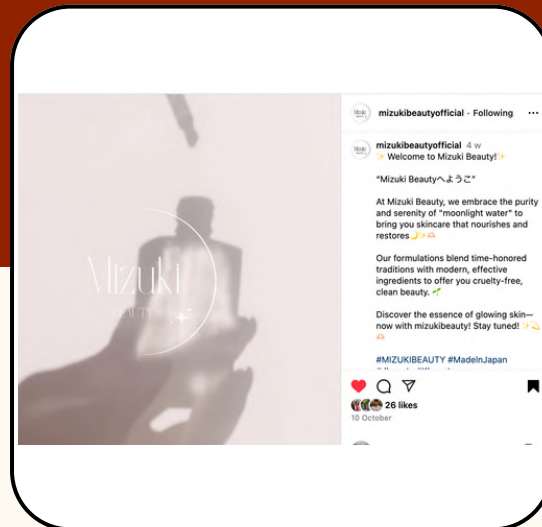
OFFICIAL WEBSITE



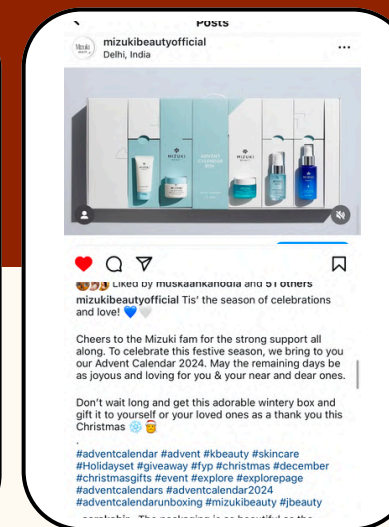
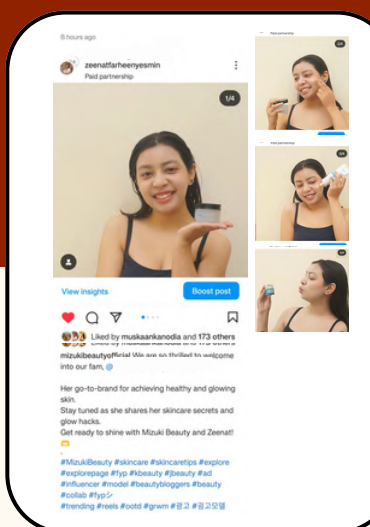
INSTAGRAM REELS



INSTAGRAM STORIES



INSTAGRAM POSTS

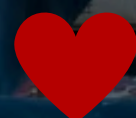


Built & managed the brand's digital presence across Instagram and website - shaping content, visual direction and communication to build a consistent and engaging brand identity.

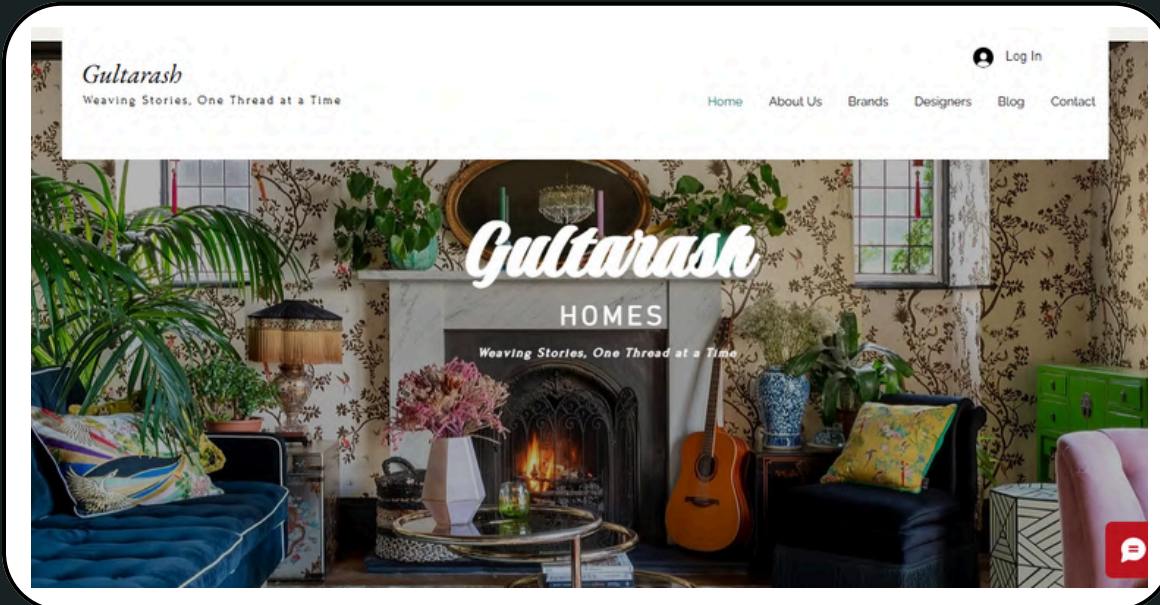
SEO, word cloud, keywords, research

## LAYOUT + BLOG STRATEGY → DIGITAL MARKETING

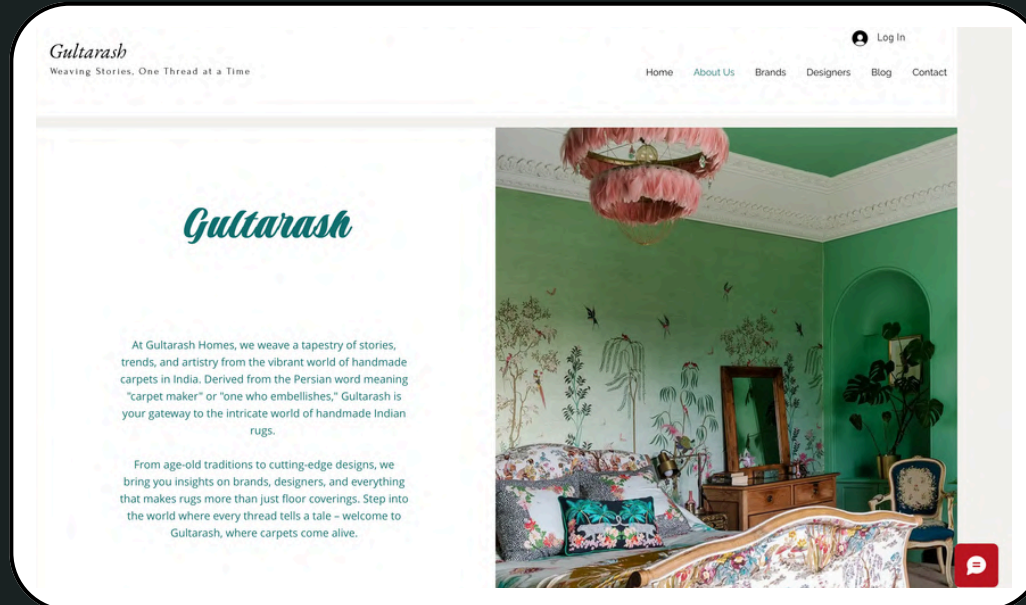
*profile : rugs & carpets e-com brand*



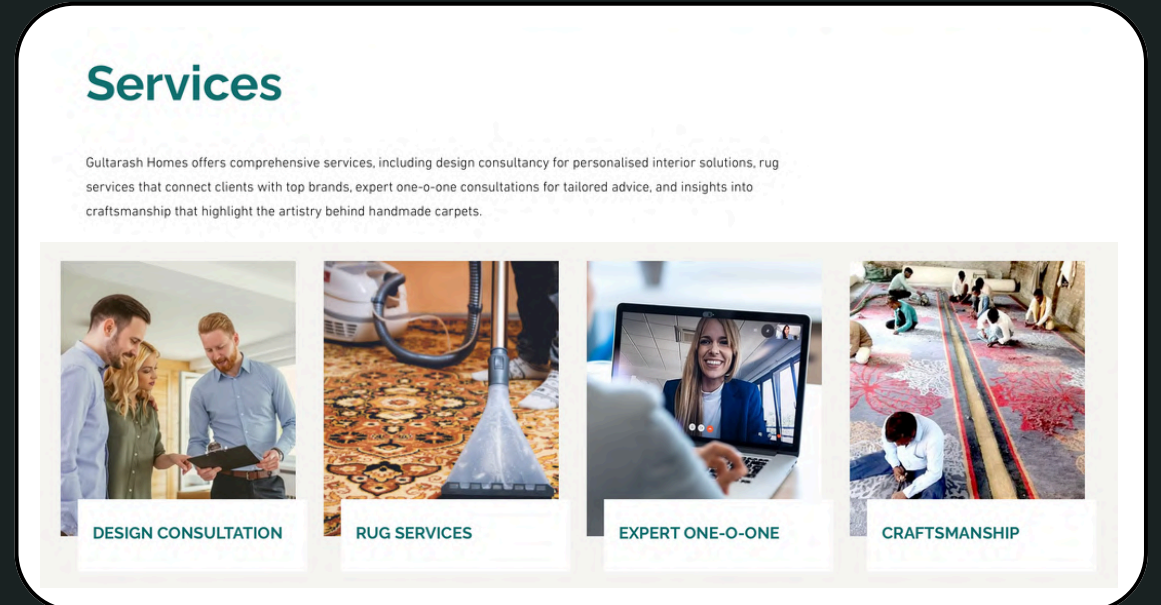
# LAYOUT + BLOG STRATEGY



HOME PAGE

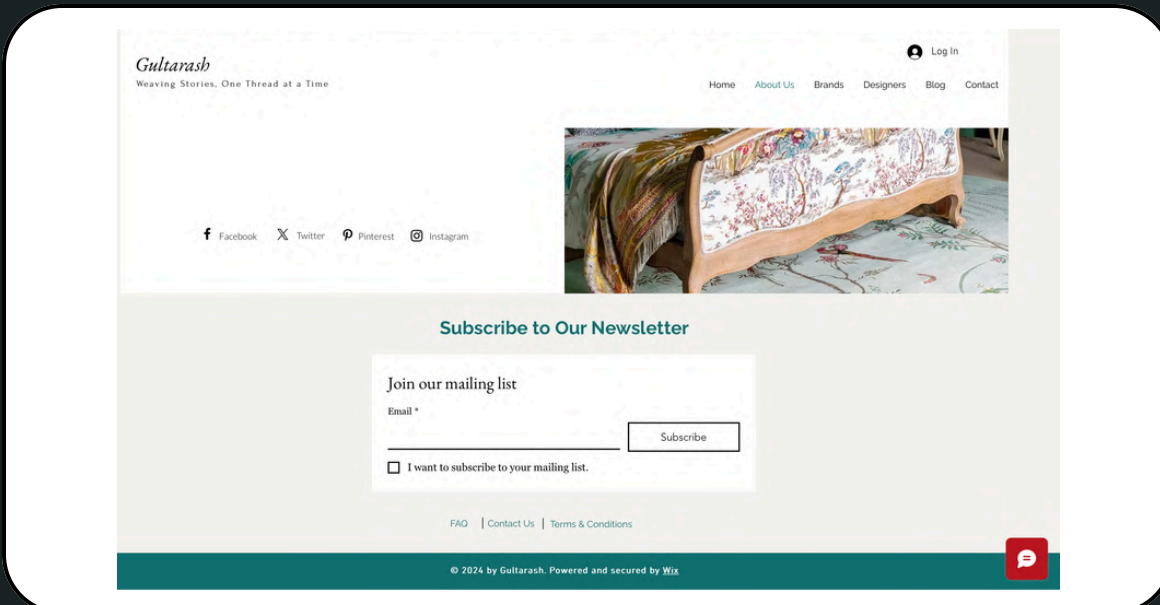


ABOUT

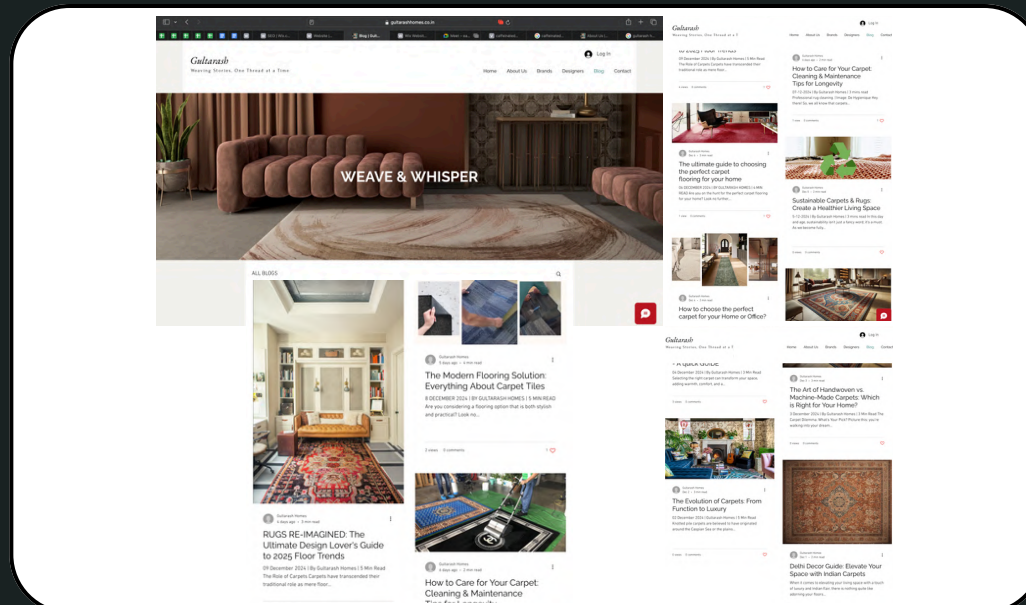


SERVICES

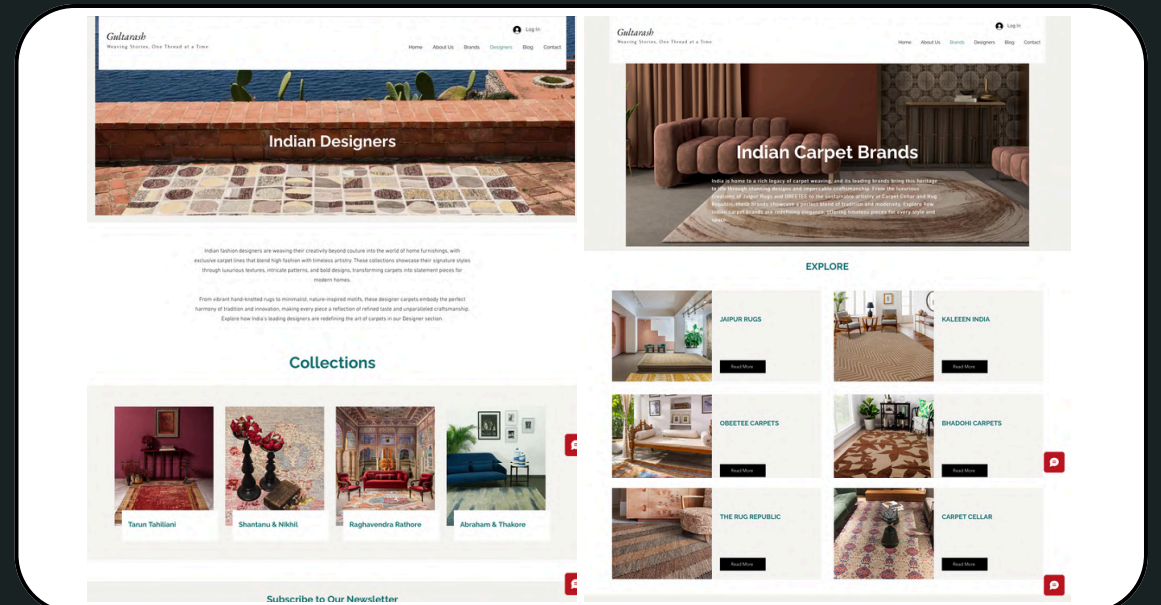
## HOME → BLOG → INQUIRY



FOOTER



BLOG PAGE



BRANDS & COLLECTIONS

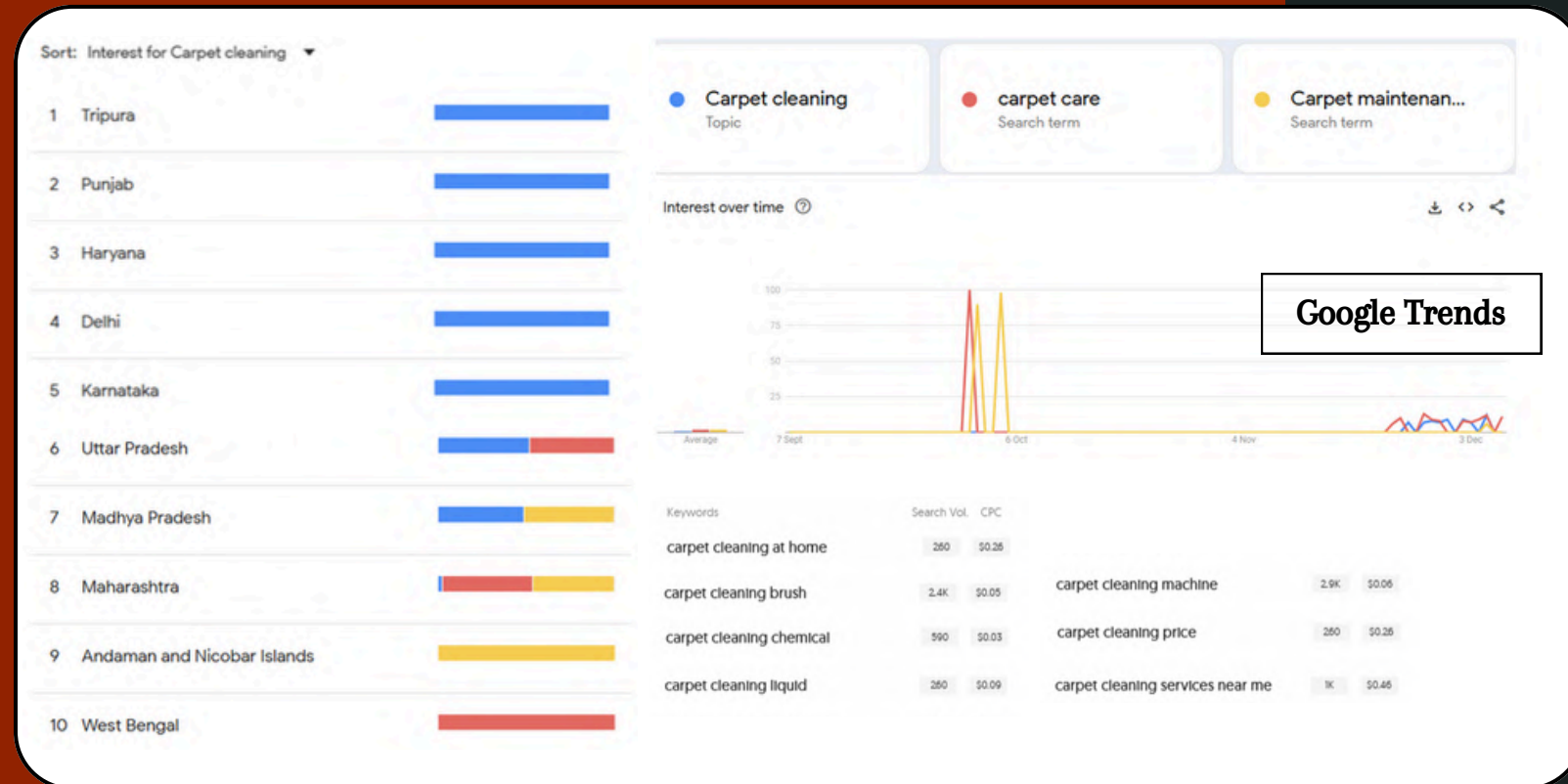
UX Thinking:  
Premium, minimal UI | Blog-first  
journey | Home → Blog → Brand

Blog Strategy:  
SEO-led articles | 800-1200  
words | Skimmable format

Content Pillars:  
Buying Guides | Care & Maintenance  
| Trends & Styling | Craftsmanship

GOAL: DRIVE DISCOVERY → PURCHASE INTENT

## KEYWORDS RESEARCH EXAMPLE PROCESS FOR CARPET CLEANING BLOG



**Social share**  
Open graph (og) tags are used by social networks like Facebook & Pinterest to display text and an image when this page is shared.

**Preview on Google**  
When will changes show live?

**Preview on social**  
When will changes show live?

**Title tag** | Create AI text | 72  
"How to Care for Your Carpet: Cleaning & M"

**Meta description** | Create AI text | 405  
We all know that carpets can really coz... up a space and make it feel like home, but they need some care to stay looking their

**URL slug** | 67  
/ how-to-care-for-your-carpet-cleaning-m

**Index status**  
Let search engines index this page

## Research & Writing

### Primary keywords to heading:

- Carpet Cleaning
- Carpet Care
- Carpet Maintenance
- Carpet Longevity
- Clean Carpet

### Secondary keywords to use in body:

- Wool/Nylon/Polyester/Olefin Carpet Cleaning
- DIY Carpet Cleaning
- Steam Cleaning
- Hot Water Extraction
- Dry Carpet Cleaning
- Professional Carpet Cleaning
- Eco-Friendly Carpet Cleaning
- Carpet Stains
- Pet Stains
- Odor Control
- Deep Cleaning
- Carpet Cleaning Tools/Products
- Vacuuming
- Stain Removal
- Carpet Cleaning Tips
- Preventive Carpet Care
- Furniture Rotation

## SEO + BLOG RESEARCH

Keyword → Blog → Ranking



## On-Page SEO

- ✓ Allow this post to get indexed (may appear in search results) | CRITICAL
- ✓ Add an image or video to this post | HIGH
- ✓ Write alt text for all images | MEDIUM
- ✓ Write meta description | LOW
- ✓ Include markup to be eligible for rich results | LOW

### Keywords:

- Carpet Cleaning
- Rug Buying
- Maintenance

## Orange Software



### Search Intent:

- Informational
- Consideration
- Conversion

### On-Page SEO:

- Headers + Meta
- Internal linking

### Outcome:

- Built SEO-ready
- content ecosystem



*Let's bring ideas to life together,  
connect at:*

☎ +91-9706240040

✉ [zeenat.yesmin@gmail.com](mailto:zeenat.yesmin@gmail.com)

🌐 <https://www.linkedin.com/in/zeenatfarheen>