

EVA DOSHI

MARKETING ENTUSIAST

EDUCATION

NIRMALA CONVENT SCHOOL 10TH PERCENTAGE - 83.6

NIRMALA CONVENT SCHOOL 12TH PERCENTAGE - 68.4

SUMMER SCHOOL - HEC PARIS LUXURY MANAGEMENT

COLLEGE - NMIMS SCHOOL OF BRANDING AND ADVERTISING

DATE OF BIRTH - 14. 02. 2005

CONTACT

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- [View My Portfolio](#)
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SKILLS

- Luxury Marketing and Strategy
- Marketing Strategy and Content Creation
- Marketing Campaign Planning
- Social Media Marketing
- Influencer & Brands Outreach
- Sales and Outreach
- Ai Augmented Marketing

LANGUAGES

- English (Fluent)
- Hindi (Fluent)
- French (Basic)
- Gujarati (Fluent)

ACTIVITIES

- Debating
- Represented at IIT Bombay Debate 2024, Powai.
- Participated in RMUN 2.0, Rajkot.



WORK EXPERIENCE

- Co-Founder Brand Alchemy

June-Present

Built and scaled a brand strategy consultancy from the ground up, leading client acquisition, creative direction, and end-to-end project delivery with a focus on fashion and luxury brand positioning.

Onboarded 4+ clients managing the full client lifecycle from outreach and brief development to final delivery, maintaining a 100% client retention rate to date.
- Graduate Trainee- Content Creation

July-January 2025-26

Denstu Creative, Worli, Mumbai

Led end-to-end content creation — digital storytelling, copywriting, and social media creatives, across 12+ brands spanning luxury, FMCG, and lifestyle categories including Forevermark, Jack & Jones, Cetaphil, Dove and Sugar Free

Contributed to 360° campaign ideation across multiple concurrent brand briefs, with content going live across Instagram, digital, and OOH touchpoints on a weekly delivery cadence.
- Marketing & Public Relations Intern

June-July 2025

StyleGasp Advertising Agency, Juhu, Mumbai

Helped strategize event promotion and manage press releases.

Executed influencer outreach across 10+ creators
- Marketing and Sales Intern

April-May 2025

Concept Communication Ltd. Advertising Services, Ahemdabad, Gujarat

Supported client pitch development and integrated marketing proposals, conducting market research and translating client briefs into structured, revenue-aligned campaign strategies.

Collaborated with creative and strategy teams across 3+ active client accounts, contributing to end-to-end campaign execution from concept to final presentation.
- Videographer- Fashion Influencer Projects

Feb-March 2025

Freelance work, Mumbai

Produced and edited branded Instagram Reels for fashion and lifestyle influencers, working with labels including AND, Pepe Jeans, Azorte, and Lovechild by Masaba.

Delivered 6+ brand collaborations over a focused two-month period, developing an efficient solo shoot-to-edit workflow aligned with fast-paced influencer campaign timelines.



POSITION OF RESPONSIBILITY

- Marketing POC

May 2024

Rivaya Fest, Cultural Festival, NMIMS

Developed and executed promotional strategies across social media and offline channels.

Acted as the brand liaison for marketing collaborations.
- Head of Sponsorships

July - Dec 2024

Parda Film Festival, NMIMS (New York Film Academy)

Secured cash and kind sponsorships from multiple brands.

Led sponsor communications and ensured value delivery.
- Head of Marketing

Sep 2024 - Feb 2025

Rudra Fest, Sports Fest, NMIMS

Raised ₹ 1,30,000 in cash sponsorships from Cristos and Hey Doode Style.

Worked with brands like Ace Tattooz, Victress Beauty Lounge, Clique Entertainment, Next Level Gaming.

Led a 15-20 member team executing both on-ground and digital campaigns.
- Head of Outreach

Sep 2024 - March 2025

SoBA Speaks (Anchorage Club, NMIMS)

Organised speaker sessions featuring industry experts across marketing, PR, and business domains.
- Head of Artist Relations

March - April 2025

Double Tap Influencer Festival, NMIMS

Managed influencer coordination, onboarding, and hospitality for creators including @thisisvalena, @gopali_, @shettybrotherofficial, and others.

Reached out to 200+ influencers, shortlisted 20, finalized 8-10 for the event.