



# Shayanti Ghosh

BRANDING | DIGITAL  
MARKETING MANAGER

## EDUCATION & TRAINING

**Graduate Diploma in Creative Technology - Level 7**  
Media Design School, Auckland (2015-2016)

**Graphic Web Design Course Level 5**  
Aptech University, IN (2013)

**Diploma in Financial Accounting**  
DOECA & N.I.E.L.I.T, IN (2013)

**Bachelor of Commerce**  
Calcutta University, IN (2011 – 2013)

**Advanced Adobe Creative Suite Training**  
**Social Media Marketing Strategy Workshops**  
**SEO and Digital Advertising Certifications**

## CORE SKILLS

**Design Tools:** Adobe Photoshop, Illustrator, InDesign, After Effects, AutoCAD Fusion

**Social Media Marketing:** Strategy development, content creation, campaign execution, & analytics.

**Digital & Print Media:** Proficient in designing for websites, social media, catalogs, posters, and technical illustrations.

**Creative Project Management:** Experienced in coordinating creative workflows and ensuring timely delivery.

**Technical Skills:** CRM, MS Word, MS Excel, Xero, Palace, Rockend, MYOB

**Soft Skills:** Leadership, creativity, attention to detail, organization, and team collaboration.

## ADDITIONAL EXPERIENCE

**Sales and Marketing Assistant**  
Panda Inspire, NZ (2018)

**Property Administrator and Marketing Coordinator**  
Lexington Rentals Ltd, NZ (2016 – 2018)

**Graphic Web Designer**  
Altitude Advertising Group, NZ (2016)

**Graphic Designer**  
The Design Boyz, India (2014 – 2015)

## PROFESSIONAL SUMMARY

Creative and results-driven Marketing expert, Graphic Designer and Social Media Specialist with 9+ years of experience in delivering impactful visual content and managing marketing campaigns. Skilled in leading projects, optimizing workflows, and aligning creative efforts with strategic goals to drive engagement and brand visibility. Proficient in Adobe Creative Suite, social media strategy, and content creation. Beyond my professional expertise, I bring loyalty, empathy, practical judgment, and a strong work ethic—driven by a mindset to always be better than yesterday.

## CONTACT INFO



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## EXPERIENCE

### Digital Marketing Manager

Amorini, NZ (Sep 2022 – Present)

#### Key Responsibilities

- Conceptualize and execute creative marketing campaigns, achieving a 30% increase in engagement within six months.
- Developed and implemented cohesive brand guidelines, ensuring consistent representation across all platforms.
- Designed promotional materials, including digital videos, social media content, and print campaigns.
- Collaborated with cross-functional teams to develop wireframes and assembly instructions using AutoCAD Fusion.

### Senior Graphic Designer

Plumbing World, NZ (Aug 2021 – Sep 2022 - Fixed Term Contract)

#### Key Responsibilities

- Designed promotional materials for digital, social media, and print, driving brand visibility.
- Produced technical line drawings for product specifications, streamlining communication with clients.
- Spearheaded the redesign of marketing collaterals, contributing to a 20% boost in customer inquiries.

### Senior Graphic Designer

Harcourts ETB Realty, NZ (May 2020 – Aug 2021)

#### Key Responsibilities

- Managed end-to-end design of promotional campaigns, including weekly online property magazines.
- Created marketing assets for agents and offices, enhancing their market outreach.
- Designed listings ads for the Rotorua Property Guide, improving lead generation.

### Graphic Designer & Social Media Specialist

Tanco, NZ (Jan 2020 – May 2020 - Fixed Term Contract)

#### Key Responsibilities

- Updated website design and developed product catalogs, improving user experience.
- Designed social media promotional content, leading to increased audience engagement.
- Performed photo retouching and image optimization for marketing.

### Sales and Marketing Assistant

Interior Warehouse, NZ (Mar 2018 – Jan 2020)

#### Key Responsibilities

- Designed promotional advertising videos, digital posters, and branding layouts to enhance brand visibility.
- Managed website updates, social media platforms, and email marketing campaigns to drive engagement.