

# Tisha Ananya

4 Fletcher Road, Oxford, OX4 2UE

M: +44 7770882550 | E: ananyatsh@gmail.com | L: <https://www.linkedin.com/in/ananyatsh/>

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## EXECUTIVE SUMMARY

Strategic marketing leader with 7 years of experience in **integrated marketing, brand strategy, and consumer engagement** across international markets. Proven expertise in developing **cross-functional marketing plans** for retail products & services while **driving consumer adoption, engagement, and business growth**.

Demonstrated ability to **lead high-performing teams** and deliver breakthrough campaigns that **align with global strategy** while addressing **regional market needs**. Possess the **Right to work in the UK**.

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## WORK EXPERIENCE

Helping Hands Homecare, **Marketing Manager**

**January 2024 – Till Date**

- Led integrated marketing strategy across **150+ branches** in **international markets** (England & Wales), managing Owned, Paid, and Earned media channels to drive consumer adoption and engagement
- **Developed and executed 12 breakthrough global marketing campaigns** (OOH, DOOH, Digital, Radio, Door drops, PR & Press) resulting in 23% increased consumer engagement and 20% uplift in sales pipeline
- **Leveraged consumer insights** to create personalised regional marketing initiatives, implementing a "test and learn" approach to optimise future campaigns and enhance customer experience, **increasing service delivery by 670 hours**
- **Partnered with cross-functional stakeholders** including Sales, Product, Digital, Content, CX, Policy, HR & agency teams to align marketing efforts with business objectives and enhance consumer journey for end users
- Segmented & **diversified existing customer base into 5** distinct groups based on customer insights, leading to more targeted marketing efforts and improved customer engagement via **1-2-1 channels**
- Developed and implemented **the Local Marketing Playbook**, enhancing brand consistency and driving a best-in-class **implementation** of the **Brand Bible**, achieving 100% compliance across the business and external marketplaces
- **Collaborated with executive leadership** to create **Go-To-Market** plans for market expansion, launching 2 new branches in 2024 and planning for 10 new branches in and foray into a new market in EMEA by end of 2025
- **Drove upselling marketing strategies** for existing customers that elevated **consumer lifecycle value by 7%**
- **Managed marketing investment efficiency** by directing alignment of campaign communication plans, ensuring **on-time, on-brand** delivery of all marketing assets
- Served as **brand ambassador** for advocating value proposition & marketing strategy, regularly presenting to executive leadership and communicating vision throughout the organisation

H&M India, **Marketing Manager**

**August 2017 - January 2022**

- Established a robust **omnichannel customer experience** aligned with the **360° glocal marketing plan** by partnering with **cross-functional teams** to enhance customer journey on HM.com, stores & marketplace
- Led **end-to-end integrated marketing campaigns** including strategy development, content creation, and performance measurement based on actual vs. planned outcomes
- Executed **Go-To-Market strategy** for **H&M Beauty** product launch, resulting in **15% increase in consumer engagement** and **12% boost** in sales through effective PR and influencer campaigns

- Developed breakthrough **"Sabyasachi x H&M" luxury guest designer collaboration campaign**, generating IBN impressions and increasing net sales by 112% (£83 million revenue), amplifying overall brand recall by 22%
- Leveraged analytics to measure marketing effectiveness across channels, optimising media mix strategies and achieving **#1 market rank for the brand in 2021**
- Localised H&M's global **'Looop Island'** sustainability campaign for India—partnering with 31 regional gaming influencers to drive cultural resonance and amplify awareness of H&M's circular fashion via AR/VR interactive experiences on **Nintendo Animal Crossing**, boosting eco-conscious engagement and social reach by 33% & **uplifted brand sentiment by 3%**
- Accelerated **Gen-Z customer acquisition** for Divided concept by 34K users through integrated digital strategy combining SEO, Meta ads by leveraging licensed & music collaborations, and strategic partnerships with Rakuten & Unidays, increasing brand consideration by 8.6%
- Co-created a **unique brand IP** in the form of a reality TV show as Title Sponsor of "MTV Myntra Fashion Superstar"2020, in partnership with Myntra Marketplace—driving cultural relevance, exclusive offers, strategic platform visibility, and resulting in a **70% surge in brand search** and **40% QoQ revenue growth**
- Directed **new market expansion** with end-to-end planning for 7 H&M store openings, implementing **ATL, BTL & TTL advertising** with VIP events and influencer engagement to drive adoption and conversion
- **Managed marketing investment P&L**, optimising advertising spend while balancing ROI and brand objectives
- Utilised marketing insights tools (Owler & Brandwatch) to track effectiveness and deliver market intelligence reports to executive stakeholders

Lifestyle Stores (Landmark Group) India, **Marketing Executive**

**October 2016 – August 2017**

- Managed **retail consumer experience** across 21,000 square feet store, maximising product visibility and consumer engagement while aligning with global visual display guidelines
- **Collaborated with central marketing teams** on visual presentation and styling for product and catalogue development
- Partnered with merchandising teams to drive **cross-selling strategies** via creation of inter-concept product presentation guides to support business KPIs

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## EDUCATION & QUALIFICATIONS

Warwick Business School, **MSc Marketing & Strategy (Distinction)**

**September 2022 –September 2023**

Footwear Design & Development Institute, **BBA Retail Management (Merit)**

**June 2013 – August 2016**

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## EXTRA-CURRICULAR ACTIVITIES & OTHER SKILLS

- **Language Skills:** English (Highly Proficient) Hindi (Native Speaker)
- **Software Skills:** MS Office Suite, Google Analytics, Power BI, Tableau, R programming, Adobe CS, Canva
- **Certifications:** Big Data Analytics, Google Digital Marketing & Ecommerce Professional Certificate ,Gen AI