

Gariyashi Bhuyan
Communication Strategist
London, United Kingdom

hello.gariyashi@gmail.com
+44 7444489897|+91 9818976310
www.gariyashibhuyan.com

Education

Master of Business Administration (MBA) 2023-2025
Central Saint Martins, UAL

Bachelor of Design, Fashion Communication 2015-2019
National Institute of Fashion Technology, Delhi

Professional Experience

Freelance 2023-present
Social Media & Marketing Specialist UK and India

- Working both independently and collaboratively on comprehensive social media strategy, curation, and production projects (spanning research to inform strategy, copywriting, content curation and production of video and photo assets, influencer marketing, collaborations, calendars for scheduling and management, and KPIs/performance data analysis).
- Platforms include Instagram, TikTok, Facebook, YouTube, LinkedIn and Pinterest.
- Brands include **HARRI**, **Perona**, **Divyam Mehta**, **EKA Design Studio** and **Maison Mayad**.

Contract
Research and Design Development Strategist 2024
LVMH DARE Games France

- Contributed to design strategy, UI/UX optimisation, and user journey development.
- Participated as a student competitor and key member of the winning team at the prestigious **LVMH DARE Games**, demonstrating innovation and strategic problem-solving skills.

Freelance 2023-present
Brand Communication Consultant UK and India

- Consultation on comprehensive omnichannel communication strategies (encompassing research, copywriting, content curation, creative direction for shoots, production of video/photo assets, influencer marketing, brand collaborations/placements, and paid social initiatives).
- Conducting content audits including KPI tracking and performance analysis.
- Managing campaigns across platforms including Instagram, Facebook, YouTube, LinkedIn, websites, Google, and BA, integrating runway shows, exhibitions, and marketing campaigns.
- Brands and projects include **Rimzim Dadu**, **Buna Studio**, **Akshita Rattha Fine Jewellery**, and **Akanksha Kamath**).

Contract

Project Manager - Communications
India Art Fair

2023
India

- Managed and coordinated stakeholders and partners across digital, social media, and communications teams.
- Oversaw content production and optimisation across social media, website, and event coverage.
- Maintained the Communications Director's calendar, streamlining scheduling and facilitating key partnerships and media interactions.

Full-Time

Social Media Editor
Nicobar Design Studio

2021-2023
India

- Led content strategy, execution, and optimisation across Instagram, Facebook, and YouTube, building brand campaigns, collaborations, influencer partnerships, and contributing to blogs.
- Worked closely with digital marketing and merchandising teams to produce paid ad assets and develop sales-driven communications.
- Analysed KPIs, targets, and performance metrics, implementing data-driven strategies to enhance content performance and audience engagement.

Full-Time

Communication Manager
Lovebirds Studio

2021
India

- Conceptualised, creatively directed, and executed brand campaigns.
- Managed and curated social media communications (photo, video, and written), serving as the brand's primary liaison for styling, sourcing, collaborations, and media features.
- Established and curated the brand's journal, spotlighting India's diverse female artist community through compelling storytelling and editorial content.

Full-Time

Fashion and Lifestyle Writer
Idiva, Times Internet

2019-2020
India

- Wrote long and short-form fashion, lifestyle, and entertainment features, leveraging industry trend analysis and pop culture insights.
- Developed data-driven content strategies using unique page views and related performance metrics for SEO-optimised engagement.
- Curated celebrity interviews and event features focused on video content and luxury fashion events, runway shows, and product launches.

Internships

Writer and Editorial Assistant

2016-2018

India

- Assisted with fashion forecasting, trend analysis, research, and copywriting, supporting senior editors in content development.
 - Managed social media, PR, and content strategy, contributing to brand storytelling and audience engagement.
 - Publications include **Harper's Bazaar India**, **Cosmopolitan India**, and fashion label **Akaaro by Gaurav Jai Gupta**.
-

Technical Abilities

Design & Editing: Adobe Photoshop, InDesign, Canva, Figma, Notion

Web & Social Media Management: Meta Business Suite, Planoly, Google Analytics, Shopify, platform-specific tools

Productivity & Collaboration: Google Workspace, Microsoft 365

Project Management: Workflow coordination, stakeholder collaboration, timeline execution

Certifications

Modern and Contemporary Art and Design Specialisation,
The Museum of Modern Art (MoMA)

2022

Digital Media and Marketing Strategies,
University of Illinois Urbana-Champaign

2021

Certified Carbon Literate, The Carbon Literacy Project

2024