Anwesha Banerjee

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EXPERIENCE (5 Years 8 Months)

IIMB | Bangalore, India
Digital Marketing and Visual Designer | Aug 2024 – Current

- Grew Tea Days Instagram audience organically from 150 to 2,000+ followers and improved engagement by 35
- Scaled Bold Legal USAs LinkedIn and Facebook audiences from 10,000 to 33,000 followers, coordinating content strategy, creative execution and team management.
- Designed social media creatives, posters and website UI; analysed performance data to optimise content and support data-driven campaign decisions.

Solution Alliance
Digital Marketing and Visual Designer | Oct 2022 - Jun 2024

- Managed social media design and content for 10+ clients, producing 20+ creatives daily across social platforms, B2B campaigns and brand communications
- Executed seasonal and country-targeted Meta campaigns for 3 clientsFuture Canadian College, FCS and Edupodzwith a dollar 200 monthly ad budget, Designed the homepage and landing page UI improving visual hierarchy, brand consistency.

WION and Better India
Digital Content and Visual Designer |

- Designed 20+ digital creatives, with a primary focus on The Better India, supporting social media storytelling and digital audience engagement
- Published 1 bylined article for WION and contributed blog writing, news headlines, ticker copy and editorial content.

RESEARCH PAPER AND PROJECTS

Pramana International Conference 2025
Visual design of technology of wearable devices | 2025

- Presented research on social media influence, wearable technology and consumer behaviour, exploring digital engagement and consumer insights.

Pondicherry University
Data Visualisation SEO | Dec 2025

- Developed research on Data Visualisation Using Various Tools to Improve the SEO of Government News Websites"
- Applied research in data visualisation, audience behaviour and SEO to understand how visual communication and digital content optimisation improve information accessibility, discoverability and user engagement.

SUMMARY

Visual Designer Marketing professional with experience in performance marketing creatives, brand identity, B2B communication, social media campaigns and website UI design. Produced 20+ creatives daily, managed design and content across 10+ clients, and contributed to audience growth from 150 to 2,000+ Instagram followers and 10K to 33K LinkedIn and Facebook followers. Skilled in translating marketing objectives and audience insights into compelling visual concepts, multi-platform creatives and data-informed campaign improvements.

SKILLS

Visual Design: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Canva, Figma; Creative Strategy: Performance Marketing Creatives, B2B Advertising, Brand Identity, Campaign Design, Audience Segmentation; Creative Testing Optimisation, Digital Marketing Advertising: Meta Ads Manager, Google Ads, Google Search Console

EDUCATION

Christ University
MA in Media and Marketing
Bengaluru | 3.5/4

LEADERSHIP ROLES

- *Leadership role in Branding of Agastya International Foundation*
- *Adobe Creative skill lecturer*

ACHIEVEMENTS

- *Bengaluru Design Awards 2023 Winner*
- *Smart India Hackathon 2023 Runner-Up*
- *UXPLORE E-SUMMIT 22 Winner, IIT (BHU)*