

# Renuka Mardikar

+91 8369 162 401 | [renuka.m22@gmail.com](mailto:renuka.m22@gmail.com) | [linkedin.com/in/renuka-mardikar](https://www.linkedin.com/in/renuka-mardikar)  
@renukasdesignstuff | [renukamardikar.framer.website](https://renukamardikar.framer.website)

## PROFILE

Strategy-led creative with 2+ years of experience in brand marketing and visual communication across hospitality and lifestyle brands in Australia. Experienced in design thinking, competitive analysis and content strategy, with a strong ability to translate insight into coherent brand narratives and visual expression across touchpoints.

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## WORK EXPERIENCE

### Assistant Marketing Manager

2022 - 2024 | Journal Student Living, Australia

- Partnered closely with the Marketing Director and CEO to shape brand strategy, creative direction and communication frameworks for a student accommodation brand operating across multiple properties.
- Contributed to the development and execution of brand-led marketing plans, ensuring consistency of brand voice, tone and visual expression across digital, social, experiential and owned touchpoints.
- Led collaboration with external creative and media agencies, acting as a brand custodian to ensure all outputs aligned with strategic intent and positioning.
- Translated brand strategy into on-ground expression by developing and commissioning creative assets for campaigns, brand activations and events.
- Applied audience, performance and competitive insights to inform creative decisions and refine communication approaches over time.

### Sales & Marketing Coordinator

2022 | Journal Student Living, Australia

- Supported brand and communication strategy through desk research and competitor analysis, identifying positioning gaps and opportunities within the student accommodation category.
- Assisted in shaping content direction and messaging across digital and print collateral, ensuring clarity and consistency of brand narrative.
- Initiated and supported the launch of the brand's TikTok presence, contributing to early-stage channel strategy and creative direction.
- Worked closely with senior stakeholders to translate business objectives into brand-led communication outcomes.

### Marketing Intern

2021 | Journal Student Living, Australia

- Supported the marketing and brand team with the development of communication assets across social, digital and print platforms.
  - Assisted with planning and coordination of marketing initiatives, gaining exposure to brand execution within a fast-paced, real-world environment.
  - Contributed to content creation and visual storytelling under the guidance of senior marketing leadership.
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## Additional Experience

2018 - 2022 | Journal Student Living, Australia

- **Reception Officer** - Delivered consistent brand experience at the front-of-house for a large student accommodation facility, supporting administration, sales and resident wellbeing.
  - **Student Leader** - Acted as a point of contact for residents and collaborated with the Student Life team to plan and execute community-building events.
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## EDUCATION

### Postgraduate Diploma in Advertising, Design & Digital Communication

2022 - 2024 | École Intuit Lab, Mumbai

- Focused on branding, concept development, visual communication and strategic thinking to build a foundation for a career in brand strategy and art direction.
- Worked on live industry briefs in collaboration with FMCG brands, *The Great Indian Wedding Book*, and Phoenix Mills Ltd.

### Diploma of Graphic & Digital Design

2024 | Collarts, Australia

- Coursework in visual communication, brand identity, typography and digital design, with emphasis on translating concepts into cohesive visual systems.

### Bachelor of Arts in Media & Communications

2018 - 2021 | The University of Melbourne, Australia

- Academic focus on media, marketing and cultural studies.
  - Worked on live industry briefs in collaboration with Saatchi & Saatchi, ANZ Bank and EatClub.
  - Gained early exposure to brand thinking across airlines, hospitality and FMCG sectors.
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## SKILLS

### Brand Strategy & Insight

Brand audits & competitor analysis • Consumer & cultural research • Insight synthesis & positioning  
• Brand narrative & tone of voice

### Creative & Concept Development

Concept ideation • Visual storytelling • Campaign & activation thinking • Strategy deck design

### Design & Prototyping

Adobe Creative Suite • Figma • Video & motion basics • Visual asset creation

### Research, Tools & Emerging Practices

Desk research & trend scanning • Google Analytics (insight-led) • AI-assisted research & ideation • Prompt-led workflows

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## CONTACT DETAILS

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