



AKANKSHA MATHUR

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akankshamathur.com

Creative and strategic Senior Designer with 7+ years of experience leading brand design, marketing, and digital initiatives across B2B and B2C industries. Skilled in transforming concepts into impactful visual stories that drive engagement and business growth. Experienced in managing cross-functional teams, executing integrated marketing campaigns, and maintaining consistent brand identity across platforms.

WORK EXPERIENCE

Akanksha M Designs

Freelance Design | 2019 - present

- Lead creative direction for diverse clients, from startups to established brands, delivering high-impact visuals across print, digital and social platforms.
- Develop brand identities, websites, and marketing collateral that enhance visibility and customer engagement.
- Manage full project lifecycle: client strategy, creative development and execution.

ACKROO Inc.

Marketing Manager | 2022 - April 2023

- Partnered with senior leadership to define and execute marketing strategies, ensuring creative alignment across all digital channels.
- Directed a multidisciplinary team of designers, copywriters, and marketers to deliver cohesive brand experiences.
- Oversaw social media, SEO, and email campaigns, resulting in measurable growth in engagement and lead generation.

ACKROO Inc.

Marketing & Design Specialist | 2019 - 2022

- Designed and implemented content strategies for web, social media, and email campaigns, driving significant increases in conversion.
- Strengthened brand consistency through visual design systems and marketing templates.

OWNERA MEDIA

Graphic Designer | 2018

- Designed print layouts and advertisements for multi-industry clients including Petroleum and Hospitality sectors

UforCHANGE and KGF (Keep Going Family)

Freelance Graphic Designer | 2016-2018

- Created promotional materials and campaign visuals for community-driven and non-profit organizations.

EDUCATION

OCAD University

Bachelor's Degree, Graphic Design

Mohawk College

Diploma, Graphic Design

AWARDS

Outstanding performance in Marketing Department in 2020, 2021 & 2022 at Ackroo Inc.

CORE SKILLS

- Creative Direction
- Brand Strategy
- Digital Marketing
- Campaign Management
- Team Leadership
- UI/UX Design
- Content Strategy
- Client Communication
- Adobe Creative Suite
- Marketing Automation
- Cross-Functional Collaboration

TECHNICAL SKILLS

Design

Adobe Creative Suite

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- UI Design

Video

- Adobe Premiere Pro
- Adobe After Effects
- Final Cut Pro

Marketing

- Mailchimp
- Dialogue Insight
- Hubspot
- Salesforce

KEY INDUSTRY EXPERIENCE

- Hospitality
- Retail
- Print media
- Non-Profit Organization
- SaaS
- Automotive

INTERESTS

- Photography
- Beauty
- Animal Welfare
- Fashion
- Philanthropy
- Traveling