

SnapShot Credentials



What am I

Brand Planner

Strategist

Ideas & Content
Creator

Brand
Offline
+
Online

Digital
&
Social
Media

Compulsive Online Shopper & Trend-Watcher



Work Samples & Case-Studies



Project ISB - Deliverables

- Drive quality audience to ISB's digital assets & enable engagement with the ultimate objective of getting quality of applications for PGP ISB 2015 via
 - Social Content
 - Digital / Social Ad Creatives
 - Digital / Social Advertising
- Multiple targeted Digital Campaigns on Publisher Websites reported CTR's of an average of 0.80 %
- Social ads reported CTR's of 6 % to 12 %



Sample Creatives Ritu Chugh for ISB



HOW FAR CAN **ONE YEAR** OF YOUR LIFE TAKE YOU?



ONE YEAR CAN...

AMPLIFY YOUR BEST SKILLS

STRENGTHEN YOUR CORE VALUES

CHALLENGE YOUR DEEPEST BELIEFS



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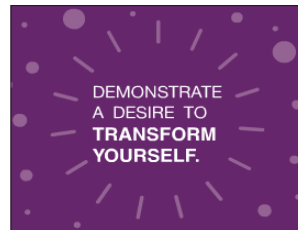
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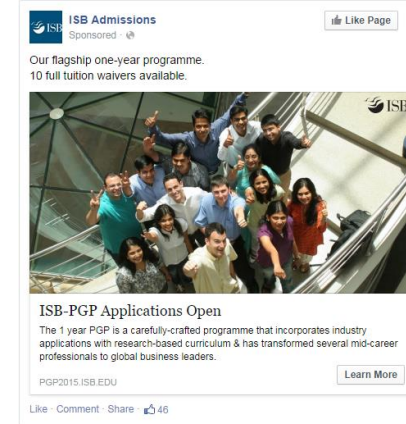
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sample e mailer



newsletter

Case Study

Riitu Chugh

UN Foundation + Social Good Social Storymaking, Social Media Command Centre,

Challenge

- On April 9th, the UN Foundation held the + Social Good event in Mumbai to discuss how technology could be used for social good
- We had to drive content and conversations via our storymaking and oversee the social media command centre

Recommendation

- Storified content was created on the fly and live tweeted throughout the event
- We created doodles and infographics in sync with live sessions
- Statistics from social listening tool added value and impact to the content
- Public and influencers joined in the conversation on ground and online

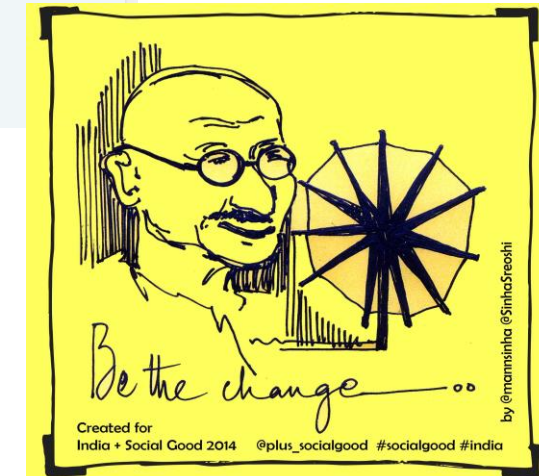
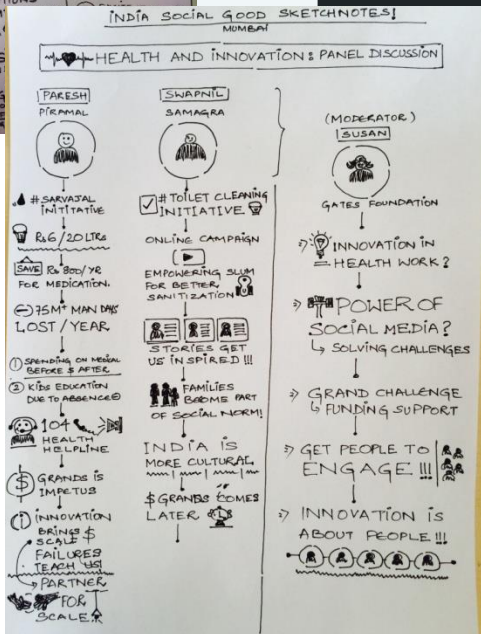
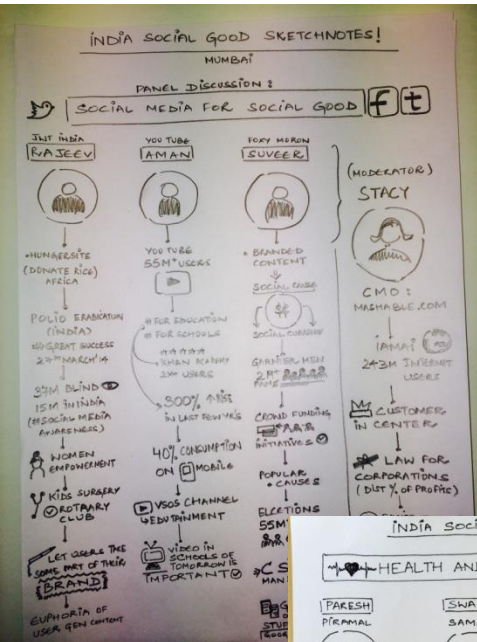
Result

- Event hashtag trended nationally on Twitter 80 minutes after the event began
- 6000 + social media mentions were achieved
- Over 8.5 million persons were reached through social content and conversations at the event



Creatives


+ Social Good – Storymaking & Social



Brand Building + Social Content Ritu Chugh Startup Marketplace

Worldartcommunity.com added 9 new photos.
Published by Ritu Chugh · 12 September at 10:51 ·

What's life without passion ?
If you've found yours – you are blessed. If you haven't – your journey can be as exciting as your destination. And when passion is crafted into fabulous craft that is a joy to own - then you've got it all !
Studio Pottery crafted by Anupama Jalan has been inspired by the creator's passion and elements of nature and shapes, colours, textures that surround her. We love the aesthetically appealing yet immensely practical ceramic pottery crafted by ... See More



4,315 people reached Boost Post

Like Comment Share

Sachi Chandel Tripathi, Deepika Deora, Dia Madhulika Pandey and 66 others like this.

- www.worldartcommunity.com
5,000 + sellers,
125,000 +
engaged followers
- Crafted Branding Elements
- Driving Consumer Engagement via branded content on social pages, blog & mailers for both sellers & consumers
- Two rounds of funding received

Worldartcommunity.com added 14 new photos.
Published by Ritu Chugh · 14 August · Edited ·

Its celebration time !
And we are blessed to be able to celebrate our Freedom and the upcoming festivals of Teej and Raksha-Bandhan in our own special way.
It is only fitting for us to bring you our Collection of Contemporary Craft from a group of our partner artists who are consistently inspired by our Indian Art and Craft Heritage. From textile jewellery and fashion accessories by Kalaaai to traditional jewellery, accessories and home furnishings from Patrena to whacky, on... See More



29,069 people reached View Results

Like Comment Share

Ruchira Sarin, Sachi Chandel Tripathi, Hiral Vyas and 109 others like this.



Social Content – Startup Marketplace

www.worldartcommunity.com

The Joy of Pottery with Shalan Dere

Posted on: September 7, 2015



This is one of those rare instances when one has been inspired enough to move the cheese and sign-up for a pottery workshop! After all – if our supremely talented partner artist Shalan Dere – could discover her love for pottery after years of running her own company and nurturing her family, there is hope for us all!

Today – it is an honour and privilege for us to share the life and work of Shalan Dere – which she retails under the brand name "Potter's Place".

A post graduate in management from the Jamnalal Bajaj Institute of Management – Shalan began working with her husband in their company which dealt in the trading of textile machinery. Her discovery of pottery happened in her early 40's – when on the suggestion of her daughter she joined pottery classes conducted by Sandeep Mausekar.

It was then that Shalan realised her true calling. Her journey in to the world of pottery began with learning how to "throw clay on the wheel" in her home, working every evening on her newly installed potter's wheel. At that time pottery was a hobby, but slowly Shalan began to experience the immense satisfaction that came with her effort. She realised that she wanted to go beyond pottery as a hobby – and work with clay full-time. And so she began to wind down her involvement in the family company and took to pottery full time.

She nostalgically recalls "I slowly drifted towards hand-building, shaping clay with my hands, and that allowed free rein to my creativity because it gave me complete freedom of expression in contrast to wheel pottery. Absence of any formal training allowed me to go through a rewarding process of trial, error and creative experimentation over the years".



In those days since there was no kiln available in the neighbourhood, Shalan would drive 70 kilometres every weekend, with her unbaked works to the studio of the famous potters, Ajit and Pratima Vaidya, in Tshalgud, Karjat to fire her creations. It was there that she learnt the techniques of firing and mixing the glaze.



Shalan shares her insights on what makes her work truly meaningful. She believes that a potter is at the mercy of elements like water and fire. This is part of the unpredictable nature of the craft – thus putting things beyond one's control. But it is precisely this challenge that makes the creative journey even more enjoyable. As she laughingly says – "After the agony – the ecstasy follows".

Believing that creativity is part of our lives, Shalan's experience of working with clay has given her a sense of serenity – which is unmatched – given that she gets intensely absorbed in crafting clay and bringing different forms to life.

It is delightful to hear Shalan talk about her passion. Her inspiration comes from nature and people. She staunchly believes that the joy of working with clay is the perfect reflection of her attitude to life. As she eloquently says "Clay is malleable, it responds to every touch, and you can make wonderful and unexpected shapes with it – very much like life.

Our Apparel Collection – Setting Style Standards

Posted on: August 27, 2015

We've been sharing collections of artistic products from multiple categories over these past months. Including paintings, pottery, textile art, photography, jewellery, home décor, sculpture. We could go in to more and intricate detail. But there's one category to which we've just about begun to do justice.

Our Apparel Collection is now beginning to find its place in the sun – with multiple labels and their designer-creators expressing their sartorial style for our discerning audience.



So what does one think about when you hear the word "style"? At a basic level style is synonymous with one's outer appearance and its different elements such as clothes, accessories or even a hairstyle. But style-gurus will tell you that it's much beyond that.

Great style is about great expression. It's about how we express our inner self – outwardly. Using external and tangible elements. And while what you wear may not be the entire impression you convey – it does make up a sizeable part of that. People will at least begin to form impressions about you because everything on the outside is a reflection of what's inside.

At the WorldArtCommunity – our emphasis has always been on products that are stylish, sophisticated and one of a kind. After all – that's precisely what will set us apart. And that's what our customers too would want to achieve by using our products.

Our partner artists behind our apparel brands are themselves stylish, creative folk – who create a mix of whimsical, quirky, classic, innovative original styles. Using fabrics that are a mix of traditional hand-wovens to organics to contemporary classics, the outfits are hand-stitched, hand-finished with elegant trims and accessories.



There's an extensive variety of labels and styles for you to choose from. Check out the work of 'Artisau' – that emphasizes simplicity in dressing and reiterates that less is always more. The clothes are carefully hand stitched and detailed, integrating the ancient practices of sewing and darning into details.



Or the feminine, flirty style of 'Inch by Chintya' – a label inspired by vintage sensibilities and accentuated with a modern aesthetic. Then there's 'Kharakapas' literally meaning "pure cotton" – which is a modern take on Indian heritage – comprising of earthy colors, versatile prints and minimalist designs. Or take a look at "Myoho" – with its easy, relaxed and organic pieces – each standing for understated elegance and relaxed wearability. Check out the new age style of "Urban Religion". And the very innovative Har.Yarn.V who works with handloom fabrics and techniques such as Patching, Pleating and Layering to create silhouettes inspired by the loose, airy styles of traditional Haryanvi clothes.

And to balance out Western and Indo-Western outfits and separates – we have the ethnic styles of 'Fayakun, Kamupriya and Shloqa' – who use traditional forms of embroidery, embellishments and prints to create occasion-wear and workwear in the form of suits, anarkalis, tunics, fusion-outfits and more.

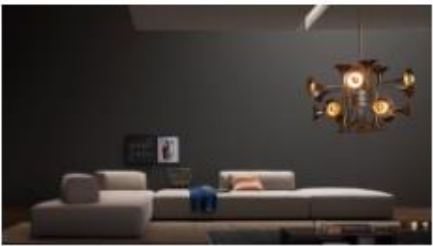
Social Content – Startup Marketplace www.worldartcommunity.com



TRENDS

Home Décor Trends 2017

Posted on January 24, 2017



As the New Year progresses and seasons change – it will be time to refresh one's spaces. So check out and keep in mind the year's top home décor trends via our easy pointers. The trends are (thankfully!) chic, stylish yet easy to follow and don't need major upheavals or investments!

Quirky Lighting

Lighting is a great accessory for the home and can show off your unique design sensibility. A quirky lighting fixture looks great in a dining room – as it's not really a space where one would see something unusual. You could also have quirky lamps at your bedside or in your favourite nook – and make those spaces truly inviting.



Bulk Pot & Claywork by Shivani Shrivastava

RECENT POSTS

- Your Guide to Buying Paintings
- Stylish Home-Décor Gifts for Friends with Great Taste
- Go Green In 2017
- Home Décor Trends 2017
- Crafting a Sustainable Lifestyle, The WorldArtCommunity Way.

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TRENDS

How to Host an Awesome Wine & Cheese Evening!

Posted on January 3, 2017



Hosting an awesome wine tasting party with cheese pairings can be a breeze. There's little or no cooking needed. All you need to do is plan and shop and put stuff together. With a bit of prepwork, of course. Prepping ahead will ensure that every detail is accounted for and will allow you to enjoy your own party.

Read on for our secret sauce tips!

Decorate your space with simple floral arrangements. It needn't be too elaborate – even a mix of seasonal flowers and greens will capture the natural magic of the season.

Shop Ahead, Wisely.

Nothing goes better with wine than a chic cheese board or platter. Get across to your favourite local gourmet food and bacon stores. Pick up your choice of reds and whites. Read reviews beforehand and make a shortlist to be sure. Then spot and pick out cheeses that vary in colour and texture, which will keep the spread varied and exciting. Ask for advice and help from the servers. Remember – champagne and sparkling wines pair well with many cheeses because they are palate cleansers. Milder and slightly sweet whites also pair well with cheese. Medium-bodied and fruity reds go well with many cheeses. Port, sherry and dessert wines also often pair well with cheeses. A quirky yet practical wine bottle rack is a bonus.

Know your Pairings



RECENT POSTS

- Your Guide to Buying Paintings
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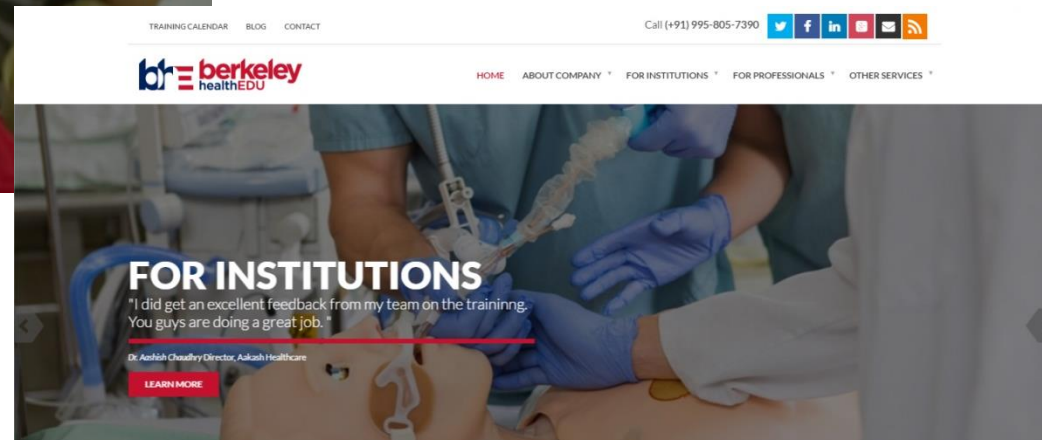
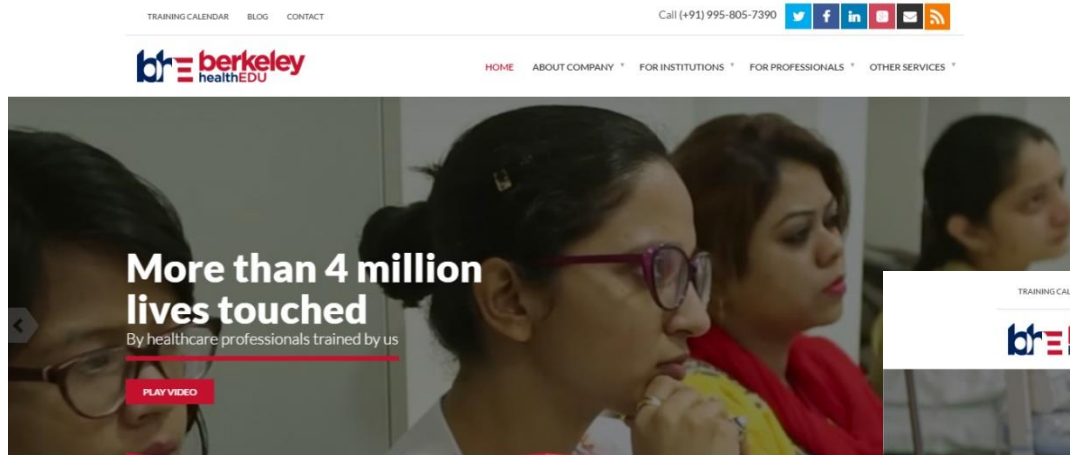


Start-up Brand, Logo, Brand Identity & Website



B2B Start-up Brand Website & Social Content

Ritu Chugh



- A full service, interactive website with payment gateway targeting multiple stakeholder groups
- Created this post finalisation of brand identity and brand positioning via interactive workshops

B2B Start-up Brand Website & Social Content

Ritu Chugh

THE BLOG
Perspectives From Our World

CELEBRATING WORLD PATIENT SAFETY DAY

December 9, 2016 [BerkeleyHealth EDU](#) [Berkeley HealthEDU](#) [Healthcare](#) [Infection Control](#) [Medical Training](#)

Every year December 9th is celebrated as the World Patient Safety Day. This day, medical professionals across the globe redeem their pledges for creating a safe and healthy healthcare ecosystem. Patient safety has gained supreme importance over the years at hospitals. While hospitals are responsible for taking care of people undergoing treatment, patients in their [...]

[READ MORE](#)

FOCUSSED, BITE SIZED HEALTHCARE CERTIFICATION PROGRAMMES FOR NURSES

December 7, 2016 [BerkeleyHealth EDU](#) [Customised Training](#) [Healthcare](#) [Medical Training](#)

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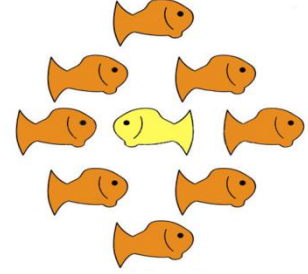
FOCUS IS THE KEY TO EXPERTISE
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50% OF ROAD DEATHS CAN BE PREVENTED BY IMMEDIATE MEDICAL INTERVENTION
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596 views



- Created a 4 min. corporate video , branded content across social pages, e mail & blog
- Ran paid media campaigns for lead generation
- Successfully achieved qualified opt-in leads
- Brand Influence Scores increased 300 %.

Luxury Boutique Resort Chain Social Content & Storytelling

Ritu Chugh



Home About Tree of Life Resorts & Hotels

Celebrating Life. Here & Now.

by taladmir on September 28, 2016



"If we are ever to enjoy life, now is the time, not tomorrow next year... Today should always be our most wonderful"

- Thomas Dreier.

In every culture, we do have special times set aside to our life or a significant event. What we also know as Holiday. Something that we get so excited about! For they play a role in our lives and are intertwined with our physical, mental and emotional states.

Take a break!

Our life's effort is motivated by the prospect of a reward

On a "feeling" level - holidays are a reward. No work to

about, just doing things that one wouldn't otherwise do. And which matter to us. Stuff we can really enjoy and perhaps experience once in a lifetime. Pausing to celebrate life is our reward for all the hard work we otherwise put into our lives. Much like walking towards the pot of gold at the end of a rainbow. Even taking time off from one's normal routine to have fun and celebrate life fits into this "reward" category.



Tree of Life Resorts & Hotels

Published by Ritu Chugh (91) · 13 October at 09:09 · 🌐

The good folk at #OutlookTraveller have called the #TreeofLife #Jaipur "a little slice of heaven"
Kudos to our wonderful, hands-on team who work silently yet attentively with no detail too small or insignificant for them. And create such experiences for our guests all year round. Read all about it here <http://www.outlooktraveller.com/.../rajasthan-tree-of-life-re...> And then call +91 9602091000 / 2000 to make it happen. Know more by going to www.treeofliferesorts.com #quietluxury #luxuriescapes #oneofakind #Binsar #Dudhwa #Jaipur



Rajasthan: Tree of Life Resort and Spa, Jaipur : Outlook Traveller

Relishing a little slice of heaven in a monsoon-drenched valley in Aravalis of Rajasthan

OUTLOOKTRAVELLER.COM

Tree of Life Resorts & Hotels added 4 new photos.
Published by Ritu Chugh (91) · 19 October at 09:05 · 🌐

Love has no other desire but to fulfill itself ~ Khalil Gibran

The first step toward fulfillment. Hosting your wedding at the Tree of Life Resort & Spa, Jaipur. A short distance away from city glitz and close enough for easy access. Expansive spaces hidden within the gently undulating Aravalli hills. 13 Villas that can be yours. Pools and Spa treatments on offer to destress before or after. Our award winning service, personalised cuisine created by our resident MasterChef, curated experiences and themes from our team of wedding planners are ready to fulfill your desires and to make your dream wedding a reality.

Call us on +91 9602091000 / 2000 for a detailed discussion.
#weddings #destinationweddings #TreeofLife #Jaipur

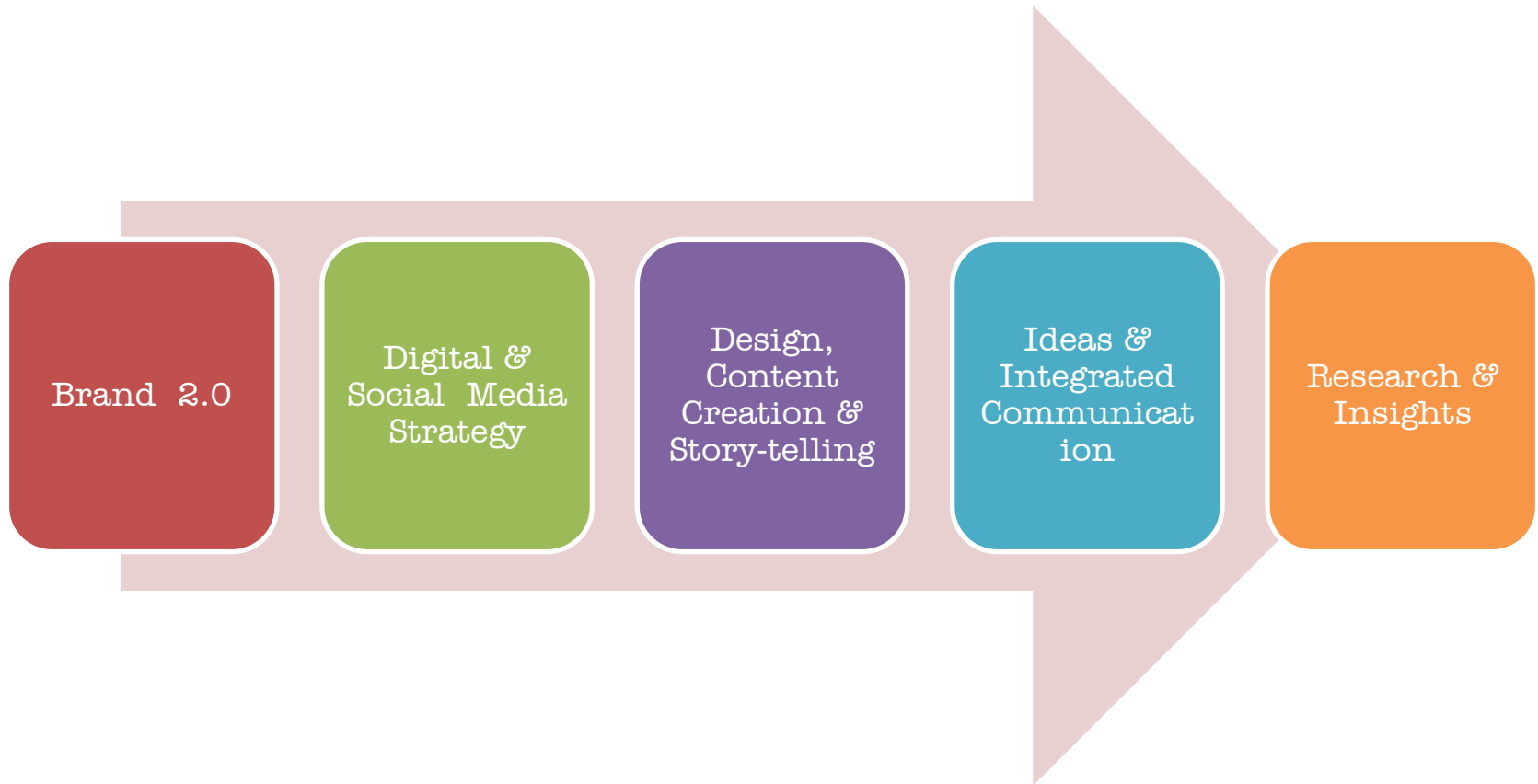


- The Tree of Life is a hospitality brand that focuses on creating great experiences for guests
- Established brand tonality, visual language to communicate the feelings associated with experiences and memories that the brand evokes
- Achieved a brand Klout score of 62

More About Me



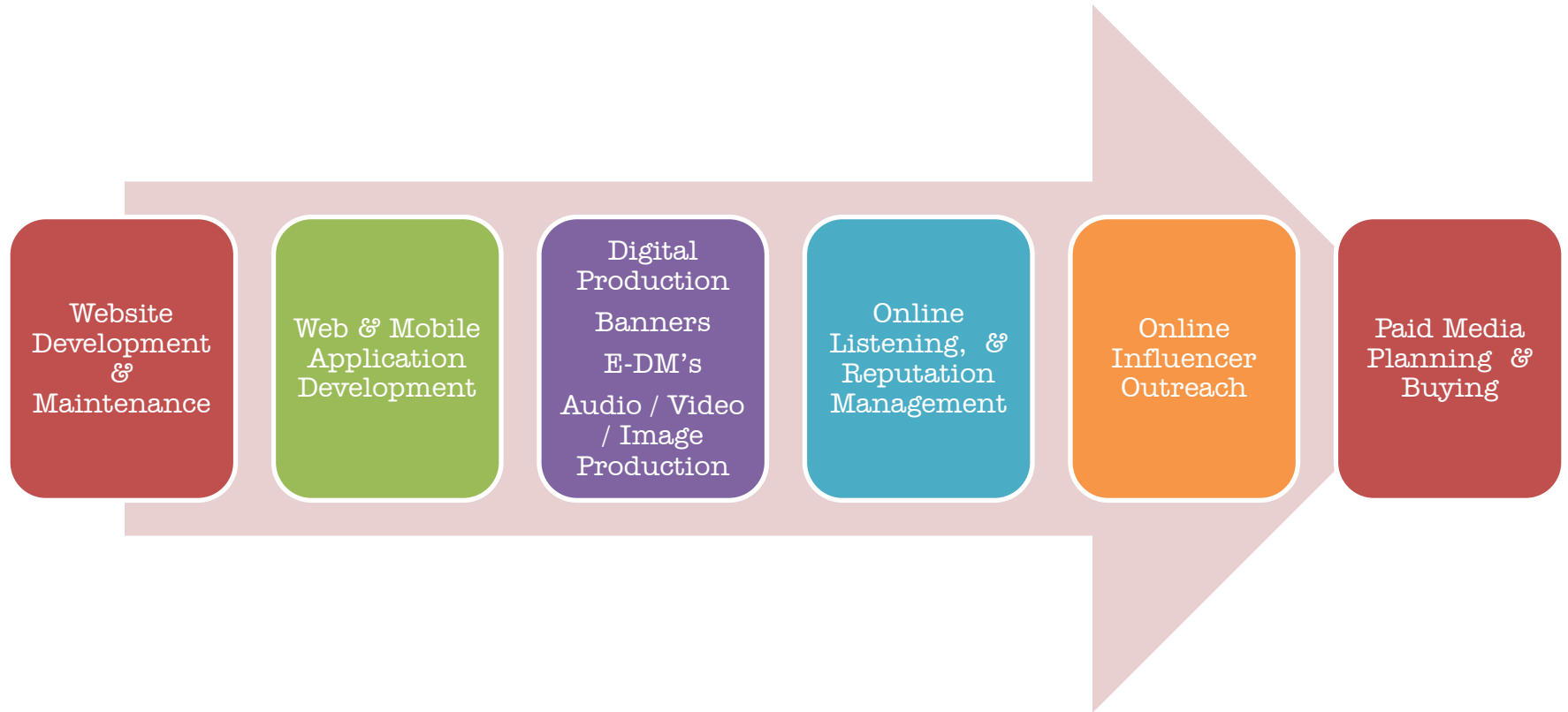
What Can I Do



Strategy , Execution & Measurement with trusted domain expert partners



What More Can I Do..



Strategy , Execution & Measurement with trusted domain expert partners



My Past Brands



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FASHION AND YOU



Recent Clients & Projects

Ritu Chugh



Let's Talk ?

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