

SHREYA

EMERGING MARKETER

People • Brands • Culture

I'm interested in what makes people notice, choose and connect with brands — bringing together marketing, consumer behaviour and creativity.

Marketing & Management

Queen Mary University of London
2nd Year · 2026

OPEN TO

SUMMER 2027 INTERNSHIPS
2027–28 PLACEMENT YEAR

LinkedIn · Website

WHO IS

SHREYA?

I’m curious about why people choose what they choose.

What makes us stop? **What makes something feel right?** Why does one product stand out while another gets overlooked?

I’m interested in the look, feel, story, and data behind those decisions — in turning what I learn about people into creative ideas with strategic purpose.

MY CURIOSITY

Why do some ideas make us stop, choose and connect — while others don't?

THE LOOK
Why does one thing catch our eye?

THE FEELING
Why does one thing stay with us?

THE EVIDENCE
What does the data reveal?



PEOPLE
Human motivations

BEHAVIOUR
Why we choose

BRANDS
How ideas connect

CULTURE
What shapes demand

Art galleries · Comedy · Heartfelt animation · Competitive UNO

Things that make us look twice, laugh, feel or think differently.

HOW I THINK

I start with **people,** not assumptions.

I look for the behaviour, tension or cultural insight that can turn an observation into something a brand can act on.

01 OBSERVE

Start with observations, not assumptions.

What are people responding to?

02 QUESTION

Start with observations, not assumptions.

What are people responding to?

03 FIND THE TENSION

Look for the gap or contradiction.

What's changing, missing or unresolved?

04 BUILD THE IDEA

Turn insight into action.

How could a brand respond?

05 REFLECT

Learn, refine, rethink.

What worked - and what would I change?

ROYAL WHARF CLINIC

HOW CAN RWC
COMMUNICATE ITS EXPERTISE
IN A WAY THAT ENGAGES ITS AUDIENCE?

01 - COMPETITOR RESEARCH ↗
02 - SEO CONTENT ↗
03 - SOCIAL CREATIVE

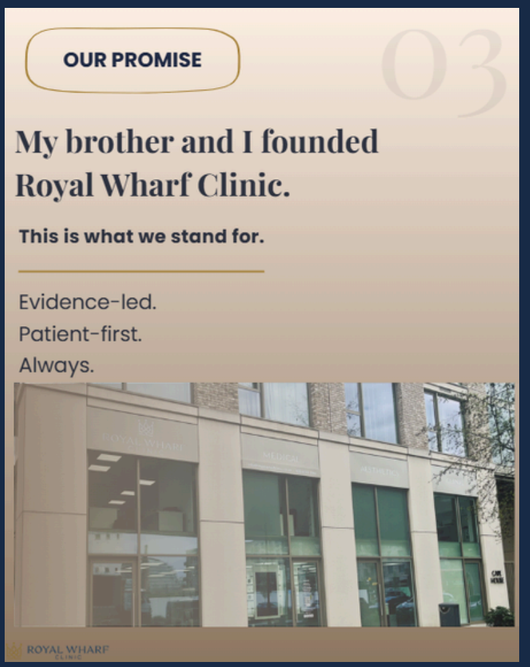
01 / HOOK



02 / VALUE



03 / ACTION



MY APPROACH

OBSERVE

Competitors used colour, typography and imagery to signal credibility.

INTERPRET

I saw an opportunity to translate that visual language into storytelling rather than purely informational content.

CREATE

I used RWC's premium beige palette and typography to build a distinctive social carousel.

WHAT I FOUND

Turning research into a creative opportunity.

COMPETITOR AUDIT

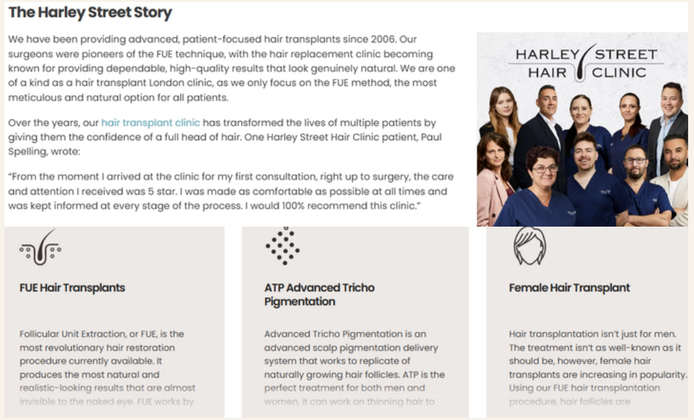
SECONDARY RESEARCH • VISUAL CONTENT ANALYSIS

WIMPOLE CLINIC



Visual language: Educational content + clinical imagery → expertise-led positioning.

HARLEY STREET HAIR CLINIC



Visual language: Premium typography + polished photography → high-end positioning.

AATMA AESTHETICS



Visual language: Consistent neutral palette + aesthetic imagery + client testimonial → approachable expertise.

THE GAP

TRUST ISN'T BUILT THROUGH INFORMATION ALONE.

Competitor analysis showed that credibility was communicated through a combination of education, consistency and human storytelling.

THE OPPORTUNITY

MAKE EXPERTISE FEEL HUMAN.

I explored how educational content could be strengthened with consistent visual cues and storytelling — creating space for RWC to show expertise, empathy and credibility to work together.

WHAT I TOOK FROM IT

Expertise earns trust.

Storytelling creates connection.

The strongest content needs both.

PROPOSED CAMPAIGN CONCEPT • 2026

HANSEL & GRETEL

AI-powered investing, gamified for university students.

THE BRIEF

Make investing feel more accessible and engaging for students by turning financial learning into a game-like experience.

THE AUDIENCE

University students are curious about investing, but unsure where to start.

THE TENSION

Investing can feel intimidating, complex and disconnected from student life.

THE OPPORTUNITY

Turn the first step into something interactive, approachable and rewarding.

THE BUILD FRAMEWORK

VIEW CAMPAIGN ANALYSIS →

B

Build Curiosity

Create anticipation before launch through teaser campaigns and campus activations.

U

Understand the Value

Simplify investing through relatable education and product demonstrations.

I

Inspire Action

Convert awareness into downloads through launch incentives and interactive experiences.

L

Leverage Community

Use ambassadors, societies, and peer recommendations to build trust.

D

Drive Advocacy

Encourage referrals, repeat engagement and peer advocacy through gamified rewards and community participation.

PROPOSED CAMPAIGN CONCEPT • 2026

THE IDEA – INVESTBACK™

Turn attention into action.



01 – Campus Activation

FROM SEE TO INVEST

01 – SEE

Catch attention.

Visual interruption in the university environment.

02 – SCAN

Invite interaction.

A QR code gives students an immediate next step.

03 – LEARN

Build understanding.

The experience makes investing feel more approachable.

04 – INVEST

Turn learning into action.

The journey moves from curiosity towards participation.

WHY IT COULD WORK

- LOW FRICTION
- PARTICIPATORY
- MEASURABLE

SUCCESS MEASURED THROUGH

- ENGAGEMENT
- QR SCANS
- PARTICIPATION
- CONVERSION

DESIGN FUTURE LONDON

Solving a social issue through creative thinking







THE PROBLEM

Edmonton faced one of the borough's highest rates of youth crime, highlighting a need for safer, more positive spaces for young people.

THE CREATIVE RESPONSE

A derelict car park became a seven-storey community space for children, teenagers and working families — built with sustainability in mind.

IMPACT

Winner - age 16-18 Category - **TEENZ**
Presented at City Hall
Awarded Best Pitch at Havas Village London

VIEW OUR ENTRY →

WHAT I LEARNED

The best ideas make people care.
Solve for one audience. Create value for many.

SKINCARE ISN'T JUST A ROUTINE. IT'S A RITUAL.



BIODANCE
Collagen Peptide Jelly Serum Mist
Sensory, visible skincare experience.

RITUAL
Repeated steps turn skincare into a daily habit.

EDUCATION
Ingredients and benefits make learning part of the journey.



TORRIDEN
Builds familiarity through a simple, repeatable skincare step.



ANUA
Makes ingredient-led skincare feel approachable and easy to explore.

DISCOVERY
New products invite consumers to explore and experiment.

COMMUNITY
Reviews, routines and recommendations make skincare social.

COSRX

CAN A K-BEAUTY CLASSIC STAY CULTURALLY RELEVANT?

01 – MARKET SHIFT

K-BEAUTY IS MOVING **FAST**.

$13bn+ South Korea's beauty market

#2 Global beauty-product exporter

K-beauty's growth is increasingly driven by social media, rapid product innovation and brands responding quickly to emerging consumer trends.

02 – THE BRAND TENSION



COSRX built recognition through simplicity and hero products. But in a category increasingly shaped by discovery, social trends and sensory innovation, familiarity can become less exciting.

TRUSTED CLASSIC ←→ CONSTANT DISCOVERY

THE OPPORTUNITY

MAKE DISCOVERY THE NEXT REASON TO ENGAGE.

How could COSRX create more reasons for **consumers to explore beyond** its best-known products?

THE IDEA

COSRX **NEXT.**

A **new discovery-focused skincare product/range** designed to move consumers beyond COSRX's existing hero products.

COSRX NEXT.

YOUR SKIN. YOUR NEXT STEP.

A discovery-led product concept designed to help consumers find their next skincare step.

FROM HERO PRODUCT → HERO JOURNEY

Instead of choosing one familiar COSRX product, consumers are guided towards their **next skin goal.**



DISCOVER → MATCH → CONTINUE

Choose a goal → find your **next step** → explore

WHAT I'M EXPLORING

I'm interested in the space where **people, brands and culture meet** — and I'm using experiences, observation and self-directed projects to keep developing my perspective.

PEOPLE

BEHAVIOUR

BRANDS

CULTURE

CREATIVITY

INDUSTRY EXPOSURE

- ROYAL WHARF CLINIC – GRAPHIC DESIGN INTERN
- PUBLICIS GROUPE – EMERGING TALENT INSIGHT DAY
- BRIGHT NETWORK – WOMEN IN LEADERSHIP
- BRIGHT NETWORK – BUSINESS, OPERATIONS & MARKETING
- DESIGN FUTURE LONDON
- HAVAS VILLAGE LONDON

SHREYA • EMERGING MARKETER

CURIOUS BY NATURE STRATEGIC BY DESIGN

I want to keep asking better questions about people, culture and creativity — and turn what I find into ideas worth noticing.

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LONDON, UK

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