



NAINA PATNEY

PR & Brand Communications

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Summary

Every brand has a story worth telling and the right strategy to make it resonate. A marketing and brand communications professional specialising in storytelling, public relations, and integrated campaign execution. Experienced in shaping brand narratives, developing strategies, and creating meaningful connections between brands and their audiences across fashion, beauty, lifestyle, and luxury sectors.

Education

Pearl Academy, Mumbai & West Delhi | Professional Diploma, Fashion Communication

2020 - 2024

The Shri Ram School, Aravali | Indian School Certificate (ISC)

2006 - 2020

Skills & Tools

- 360° Communication Plans
- Campaign Strategy & Execution
- Brand Positioning & Messaging
- Public Relations & Media
- Research & Analysis
- Presentations & Pitch Decks
- Relationship Building
- Creative Problem Solving
- Strategic Thinking
- Time Management



Work Experience

Stanley Communications

Brand Consultant

Jan 2025 - Jun 2026

- Developed and executed integrated communication strategies for fashion, beauty, lifestyle, and luxury brands, aligning PR initiatives with brand objectives and campaign goals.
- Served as a key point of contact for clients, managing day-to-day communication and ensuring seamless execution.
- Drove media outreach to secure editorial placements, interviews, advertorials, and meaningful brand coverage across leading publications.
- Shaped brand narratives, press materials, communication plans, and strategic pitches to strengthen brand positioning and storytelling.
- Identified relevant opportunities to enhance brand visibility, engagement, and audience connection.
- Supported end-to-end initiatives across influencer collaborations, brand launches, events, and key brand moments.
- Used industry trends and cultural insights to drive communication strategies and identify opportunities for growth.

adidas India

Digital Media & Activations Intern

Aug - Nov 2024

- Supported digital campaigns through content creation, copywriting, design briefs, and platform-specific communication.
- Assisted in the execution of marketing campaigns and brand activations across digital platforms.

Celebrity Styling & Costume Design

Part-time

May 2022 - Dec 2023

- Styled celebrities including Neha Dhupia, Angad Bedi, and Abhay Deol for red carpet appearances, brand promotions, and media-facing engagements.
- Worked with designers, brands, and creative teams to develop styling concepts for campaigns, events, and public appearances.
- Curated looks for advertising campaigns including Porter, Truecaller, Piramal Finance, and other brand productions.

Gauri & Nainika

Retail Intern

Aug - Sep 2021

- Assisted with day-to-day retail operations, customer interactions, and providing a premium in-store experience.

Key PR Projects

- Bvlgari | Polychroma, Watches & Wonders, Eclettica, & Brand Ambassador Amplification
- MAX&Co. | Brand's India Debut
- ATHLETIFREAK | Brand's India Debut
- Maje Paris | Lead Media Strategy & Brand Visibility Initiatives
- Acqua di Parma | New Fragrance Line Launch
- Mrunalini Rao | Flagship Store Launch at Ambawatta One
- ITRH by Mohit & Ridhi | Lakmé Fashion Week Showcase
- The Mill Edit by The Dhan Mill | Curated Luxury Pop-up