

Riddhi Savant

Brand and Creative Strategist

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I'm a brand and creative strategist who turns complexity into stories. With 8 years across global consultancies, design studios, and B2B SaaS, I work at the intersection of storytelling, design, and commercial outcome with a systems-thinking approach that connects brand, product, and marketing. I believe design should move people before it moves metrics.

WORK EXPERIENCE

The Access Group · formerly HireAra, London (Acquired Oct 2024)

Marketing Program Manager (Access) | Apr' 25 – Present

- Led multi-product campaign strategy for three products post-acquisition, owning design, content, and web while coordinating across paid, Marketo, social, and sales teams. Grew MQL to SQL conversion from 8% to 30% for HireAra in 6 months.
- Built HireAra's first email channel from content, paid support, and sales-ready analytics. Achieved 46% email retention (above ~35% B2B benchmark) and 47.3% multi-email engagement on the product cross-sell sequence.
- Re-strategised a customer advocacy campaign post-acquisition, turning customer wins into proof points. Entries grew 70% YoY across 92 companies, 100% review completion, £1.9m in self-reported customer value and 131 verified LI followers
- Produced a product launch video series; testimonial video hit 14.08% ER in 4 days (2.4× LinkedIn benchmark). 9,836 impressions, 700 clicks across three videos.

Brand, Content & Creative Lead (HireAra) | Aug' 23 – Apr' 25

- **Brand & UI:** Built HireAra's brand from ground up: logo redesign with custom typeface, full brand guidelines and adoption across marketing, sales, product & CSM. Led UI for the product's early build: brand-aligned visual language, component library, onboarding flows, unified interface.
- **Content & Motion:** Drove four website iterations, lifting virtual demo CTR by 41× and growing unique visitors 477%. Shifted site positioning from login-first to demo-first through progressive design and CTA strategy. Produced motion output from logo animation, product explainers, founder content, customer testimonials, paid ad creatives. Briefed and art-directed with an external video agency.
- **Channel Strategy:** Owned LinkedIn content calendar for two years, growing followers 2.5×. Built full-funnel paid strategy across LinkedIn Campaign Manager and Google. Managed SEO, AEO, and GEO for AI search visibility. Blog content drove 44.8% of traffic from email with 67.8% scroll depth.

Deloitte Digital. Mumbai | Motion Graphic Designer | Jul' 17 – Aug' 22

- Led a full creative lifecycle of design & video from concept + storyboard to final delivery, translating complex technical ideas across blockchain, AI & IoT into compelling visual narratives for executive & client audiences.
- Produced a wide range of content: mood & pitch films, product & MVP explainers, projection mapping, VR experience and social campaign content across client and internal briefs.
- Led multi-stakeholder client projects end-to-end across finance, healthcare, energy, telecoms & enterprise technology, earning multiple awards for creative excellence. Mentored early-career designers and recruited new talent to my team enhance team capability.

Freelance Motion Designer, Mumbai | Dec' 19 – Nov' 20

Graphic Designer | Oppositehq (2016-2017), J.W.T (2016), Aadarshila (2015)

SKILLS

Creative >

Design thinking, Brand identity & Visual systems, Illustration & Storyboarding, Animation, Video production, video direction & editing, Wireframing & UI design, Web design.

Commercial >

Content strategy, Campaign building, Email marketing & nurture, ABM, Organic social content, Paid social (LinkedIn, Google), Copywriting (email, ads, blog, web, video scripts, case studies), SEO, GEO & AEO.

TOOLS

Illustrator, After Effects, Wix, Canva, Veed.io, Figma, Figjam, Photoshop, Premiere Pro, InDesign, Cinema 4D, LinkedIn Campaign Manager, GA, Marketo, Tableau, Salesforce

EDUCATION

MA Design for Social Innovation and Sustainable Futures

2022- 2023 @ LCC, University of Arts London

BDes Communication Design

2013 - 2017 @ SID, Pune, India

AWARDS

Awescars, Best Audio/Sound in Film

2020, Global Deloitte Studios Competition

Academic Excellence, Best Graphic in Animation

2017 SID, Pune.