

T Collective is a collaborative group of senior creatives who bring the skills they earned at brands like Hilton, Marriott and Ergobaby to deliver strategy and data-led marketing ideas, copy, design, video and campaigns built to convert.

AT A GLANCE

Founded in 2024 by Tricia Mirchandani

Services: Creative + marketing strategy | Copywriting
| Design | Video | Campaigns | Naming | Ad scripts

Notable Clients: Hilton | Marriott | Starwood |
Ergobaby | TRTL | AARP

2.5 years in business

15 brands served

280 social posts made
for clients

11 team members
(and growing)

30% top email open rate
for a client

THE MODEL

A collective of senior marketing creatives that sits in the middle ground between big agencies and individual freelancers. Brands get the best of both: senior thinking on every project and the flexibility of a nimble team.

WE SERVE

Brands of all sizes in travel, hospitality, wellness and lifestyle products, with a preference for women-owned businesses.

RECOGNITION & MEDIA

Host, [She Gets Back Up](#), a podcast for women in business about recovering from failure

Guest, Present and Powerful: [“The Power of Brand Storytelling and Digital Marketing”](#) (June 2025)

Guest, AND/BOTH: [“Leaving Corporate, Launching T Collective & Raising Digitally Aware Kids”](#) (June 2025)

Guest, Connection Happens: [“Choosing Your Struggle”](#) (August 2026)

Regular guest speaker, Johns Hopkins Carey Business School