

Storytelling, consumer behavior, and brand management have been my career passions, and I have spent a good time on both sides of the line - Marketing and Advertising. Over the past 8+ years, I have worked with a few brands like Zeta, PhonePe, Smallcase, Sun Mobility, and also my own venture InMandi where I have got the opportunity to build brands from scratch and explore new dimensions of business growth. Looking to leverage what I already know & learn something new in the journey ahead.

Work Experience

Senior Manager - Brand and Events

08/2022 – Present

SUN Mobility, Bangalore, India

Primary Focus: **Brand Strategy, Budget Planning, Team Management, Digital Marketing, Social Media Marketing, Stakeholder PR management, Brand Ethos.**

- Planned and executed B2B events to build brand advocacy among the target audience, including "Auto Expo 2023."
- Strengthened brand visibility across social media platforms, achieving a 5x increase in reach.
- Developed a comprehensive brand strategy, including persona definition and competition analysis.
- Successfully positioned and launched new products while maintaining brand consistency.
- Conceptualized and produced the vision video for the brand, showcasing the brand's ethos and values.
- Created the Brand Book and brand guidelines for ensuring consistent brand communication and identity.

Marketing Lead

12/2021 – 05/2022

NextLeap, Bangalore, India

Primary Focus: **Team management, Brand marketing, Driving organic user acquisition, Youtube strategy, LinkedIn Marketing, SEO optimization, and web content funnel strategy.**

- Established marketing structure and guidelines for brand and product, optimizing user journey and communication.
- Grew LinkedIn presence to 9k+ followers and launched a successful YouTube channel.
- Introduced YouTube Live series "All Things Interview" and "Next Curve" for user engagement.
- Launched engagement funnel for organic brand awareness campaign.
- Created engaging content and built an organic brand awareness campaign.

Founder

09/2020 – 11/2021

InMandi - Connect | Empower | Influence, Bangalore, India

About the company: InMandi brings stories of change-makers, innovators, and passionate creators, and the first glimpse of emerging trends from India's Influencer ecosystem, as well as recent trending news and educational tutorials for the target audience to understand the marketplace! The brand operated in other verticals as well, namely **Spotlight** which was dedicated to artists to speak about their core inspiration behind the art form created, giving you the perspective to relate to and understand the thought process behind the artwork.

- Established a community of 8000+ influencers across diverse categories.
- Successfully generated revenue through paid collaborations and profile management.

The operations went on hold as of December 2021 as we found the segment capital heavy, and premature for the market.

Senior Brand Manager

08/2019 – 09/2020

Smallcase, Bangalore, India

Primary Focus: **Team management, Brand Marketing and advertising, Digital Marketing, Content Marketing, User research, Community building, and Influencer marketing.**

- Led strategic media distribution for brand campaigns, achieving impressive results.
- Utilized viral marketing tools to increase brand buzz and member loyalty.
- Managed and scaled the "smallcases show" web series to educate users on investing.
- Launched educational platform "case by case" for improved user engagement.

Brand Marketing Manager

04/2017 – 08/2019

PhonePe, Bangalore, India

Primary Focus: **Team management, Brand Marketing, and advertisement, Growth Marketing, Product Marketing, Retail acquisition strategy, User research, opportunity analysis, Pan India Retail activation.**

- Drove the offline business growth from 500 merchants to 5 million merchants in two years.
- Led successful GTM campaigns, including "Ab Paison ki Baat" and introducing Aamir Khan as the brand ambassador.
- Implemented multi-pronged incentive strategies for merchant acquisition, optimizing results with the product team.
- Introduced 100+ national/zonal agencies for efficient marketing supply distribution.
- Designed the complete offline GTM plan for the May 2019 brand awareness campaign, achieving widespread brand resonance.

Assistant Marketing Manager

02/2016 – 03/2017

Zeta, Mumbai, India

Primary Focus: **Marketing Comm, Agency management, Retail branding.**

- Successfully executed marketing activations for retail store branding.
- Led GTM strategy for corporate activation across multiple cities.
- Established Zeta's in-store branding across 13k retail stores in 7 metro cities.

Sales Representative - HNI Sales

02/2015 – 02/2016

Lodha Group, Mumbai, India

Primary Focus: **Channel Sales, Corporate Sales, Event execution, HNI Sales, Direct Marketing**

- Managed channel sales, corporate sales, and event execution.
- Successfully drove HNI sales and direct marketing efforts.

Marketing Research Intern: Shotformats Digital Productions Pvt Ltd, Mumbai, India

04/2014 – 09/2014

Education

MICA: **Digital Marketing**

04/2017 – 10/2017

ITM Group of Institution, Mumbai, India: **PGDM in management, majoring in Marketing.**

07/2013 – 04/2015

SIES College Of Commerce & Economics, Mumbai, India: **Bachelor of Commerce**

07/2009 – 04/2012

Key area of expertise: Strategic marketing communication, competitive positioning, brand management

Extra-Curricular Activities: Open water scuba diver, Corporate event planner, procreate designer, Avid traveler, budding surfer.
