

I'm Aadesh,

Brand and Marketing enthusiast



Makreting

3+ years

in Brand and marketing
experience

Brand

Social Media



About me,

Hi, I'm Aadesh, a marketing specialist with **3+ years** of experience in social media strategy and digital marketing. I've worked across entertainment, real estate, hospitality, and tech retail, leading impactful campaigns for brands like **Crunchyroll, Vijay Sales, Zee Studios Marathi**, and **Hiranandani Developers**.

Skilled in brand building, content marketing, influencer management, and data-driven strategy, I help brands grow their digital presence and connect meaningfully with audiences. I'm driven by turning creative ideas into measurable results.



Brand Experience

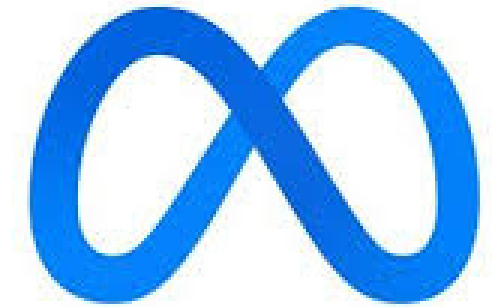


& more

Tools



VN



perplexity

& more



ACHIVEMENTS

Highlights

2 0 2 5



Highlights & Achievements

Crunchyroll India

- 📈 Instagram growth: **15K → 150K followers in 1 year**
- ❤️ Viral Valentine's Day reel: **10K followers gained in 1 week, 1M+ organic views**
- 🎬 Celebrity DVCs with **Tiger Shroff, Rashmika Mandanna**, and more

Vijay Sales




- 🎯 Influencer campaigns for **Apple Days Sale** and **Samsung S25 launch**
- 🎥 Anime-integrated campaigns for increased Gen Z engagement

Zee Studios Marathi

- 🎥 Digital promotions for films like **Dharmaveer 2, Yek Number, Zohran**

Highlights & Achievements

Real Estate Brands (Hiranandani, Vaibhavlaxmi, etc.)

-  Managed **7+ real estate brand** pages
-  Launched influencer campaigns for new project rollouts
-  Deployed paid ad strategies with measurable ROI

Hospitality & FMCG Brands

-  Contest for Fern Hotels with **100+ participants**
-  Online reputation & influencer strategy for Fariyas Hotel, Blue Bird, Sanvito



MY WORK

Social campaigns

2 0 2 5



Valentines day Campaign for **Crunchyroll** India



Objective

To highlight the essence and sentiments of Valentine's Day through the world of Anime, i.e Crunchyroll.

What I did

- Developed and planned creative concepts using popular anime clips, stills, and characters to capture the essence of Valentine's Day.
- Crafted content that highlighted relatable themes like love and friendship, resonating with the anime fanbase.
- Executed an in-house Instagram reel that connected emotionally with the audience, driving high engagement.
- Leveraged nostalgic and well-known anime titles to attract attention and strengthen community connection.

1M+ views on reels
10K+ Followers in week

Tiger and Rashmika DVC amplification

Objective

To develop a content strategy to generate anticipation and amplify buzz around the DVC featuring Tiger Shroff and Rashmika Mandanna.

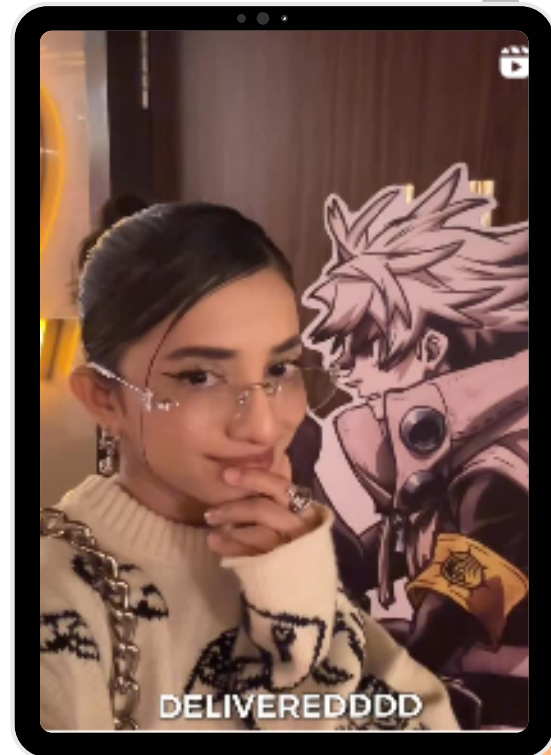
What I did

- Created a strategic amplification plan for the DVC, utilizing trending content formats to maximize reach and audience engagement.
- Carefully planned and executed an influencer marketing strategy to build anticipation and generate buzz around the campaign.
- Leveraged the star power of Tiger Shroff and Rashmika Mandanna, incorporating them into diverse content formats to promote anime titles and enhance campaign visibility.



**100K+ views on YT
organic**

Influencer Campaigns **Crunchyroll**



Objective

To planned and executed influencer marketing campaigns to highlight Crunchyroll's USPs and generate buzz around key anime titles, driving engagement and brand awareness among target audiences.

What I did

- Coordinated seamlessly with both the influencer team and client to ensure smooth execution and timely approval of campaign concepts.
- Carefully planned and quality-checked influencer videos to ensure accurate messaging and alignment with the creative brief.
- Managed on-ground execution for various anime screening events, handling influencer invites and guiding them to create engaging post-screening content.

Influencer Campaigns **Vijay Sales**

Objective

To promote the new Samsung S25 through targeted influencer marketing to boost awareness and product interest.

What I did

- Planned and executed a targeted influencer campaign to amplify the launch of the Samsung S25 for Vijay Sales from different states.
- Identified and collaborated with niche influencers to reach the core target audience (25+ age group).
- Coordinated with influencers and internal teams to ensure smooth execution, messaging alignment, and timely approvals.





MOVIE

campaigns

2 0 2 5



Movie Campaigns

Objective

To planned and promoted film campaigns for Dharmaveer 2 and 800, leveraging social media platforms to drive awareness and generate high footfall in theatres.

What I did

- Planned and executed the social media strategy by creatively leveraging movie assets such as trailers, songs, and promotional content to maximize visibility.
- Attended key promotional events including movie screenings, trailer launches, and song launches, capturing pre- and post-event audience bytes for social amplification.
- Strategized and implemented paid media campaigns to boost trailer views and expand reach to a larger, targeted audience across platforms.





ON-GROUND

campaigns

2 0 2 5



On-Ground Activities

Objective

To drive online and offline engagement by organizing audience meetups during screenings, aimed at building brand affinity and collecting valuable audience feedback for future campaigns.

What I did

- Planned and executed event coverage content by capturing key highlights from screenings, premieres, and fan events, and repurposed this content strategically for post-event social media promotion
- Represented the brand at major events such as Comic Con India, seminars, movie screenings, and trailer/song launch events, ensuring high-quality coverage and taking an interviews of celebrities and fans
- Maintained seamless coordination with internal teams and clients for smooth on-ground execution, and worked closely with influencers to ensure effective event coverage and content delivery aligned with campaign goals



Education

2019-2022

Mumbai University

Mulund Collage of commerce

Marketing specialization with 9.30
CGPA

2017-2019

Barthi Vidhya Peeth

Completed my secondary education
in commerce



THANK YOU!

looking forward to work with you