



PROFILE SUMMARY

Creative and results-driven Marketing & Brand Strategist with hands-on experience across digital marketing, brand communication, innovation strategy, and service design. Adept at conceptualizing and executing integrated campaigns, driving brand growth, and crafting customer experiences. Proven success in collaborating with global brands and startups across automotive, FMCG, and tech domains. Earned an MSc. in Marketing Communications & Brand Management from Middlesex University Dubai, equipping me with a strategic blend of analytical insight and creative acumen to craft compelling brand narratives and impactful marketing campaigns.

EDUCATION

Middlesex University Dubai (2023 – 2025)

MSc. Marketing Communications & Brand Management

Indian School of Design & Innovation – ISDI (Mumbai) (2016 – 2020)

Strategic Design Management

University of Mumbai (IDOL) (2016 – 2019)

Bachelor of Arts (B.A.)

St. Andrews College, Bandra (2013 – 2015)

Higher Secondary Certificate (HSC)

St. Stanislaus High School, Bandra (2002 – 2012)

Secondary School Certificate (SSC)

CERTIFICATIONS & SKILLS

- Design Keeda – Design & Innovation
- Nova Software Institute – Adobe Digital Strategy
- Z-Plus Institute – MSCIT / Tally ERP9
- Adobe Creative Cloud (Photoshop, InDesign)
- Canva, Corel Draw X8
- ChatGPT for Marketing
- Power BI Visuals
- IBM SPSS Software
- Basic Kali Linux for Security Awareness

CORE COMPETENCIES

- Marketing Communications
- AI & Technology (Chat GPT)
- Digital Marketing & SEO
- Social Media Management
- Service & Business Design
- Event Management
- Packaging & Visual Branding
- Research & Data Analysis
- Rapid Ideation & Innovation
- Adobe Creative Suite (Photoshop, InDesign)
- Microsoft Office | Power BI | IBM SPSS | Canva

PROFESSIONAL EXPERIENCE

BigImpex – Marketing Manager

Mumbai | Feb 2022 – Sept 2023

- Led the development and execution of integrated marketing strategies, resulting in a 35% increase in both B2B and B2C client acquisition.
- Managed end-to-end social media campaigns, enhanced brand positioning, and maintained consistent client communications.
- Directed innovative packaging initiatives and collaborated with cross-functional teams to craft compelling brand narratives.
- Coordinated company participation in exhibitions, overseeing stall design in collaboration with the design team to maximize brand visibility.
- Increased brand awareness through strategic use of social media platforms, WhatsApp marketing, and targeted email campaigns.
- Provided strategic guidance to the sales team on promotions, marketing activities, and collateral such as emailers and flyers, while conducting regular meetings to ensure alignment and clarity.
- Collaborated cross-functionally with the design, orders, and accounts teams to ensure seamless end-to-end process flow.
- Served as Brand Manager for multiple product lines, including Hidrate Spark (the world's smartest water bottle), SelfGard (COVID safety solutions), and Grob Smart Living (a sister brand of BigImpex).

INTERNSHIPS & APPRENTICESHIPS

Adobe India – Digital Marketing Intern (Mar 2019 – Jun 2019)

Siemens – Innovation Strategy (Aug 2019 – Sept 2019)

Maruti Suzuki – Atomic Strategy (Sept 2018 – Nov 2018)

Colgate – Branding Project (May 2019 – Aug 2019)

Mondelez – Brand & Packaging (Apr 2016 – May 2016)

Arya Honda – Marketing & Sales (Oct 2019 – Dec 2019)

Bajaj Motors – Assembly & Marketing (Jan 2020 – Feb 2020)

Google – Digital Marketing (Mar 2020 – May 2020)

39iifs – Digital Strategy (Jun 2020 – Aug 2020)

Procreate – Marketing Strategies (May 2017 – Aug 2017)