YOUR FULL STACK

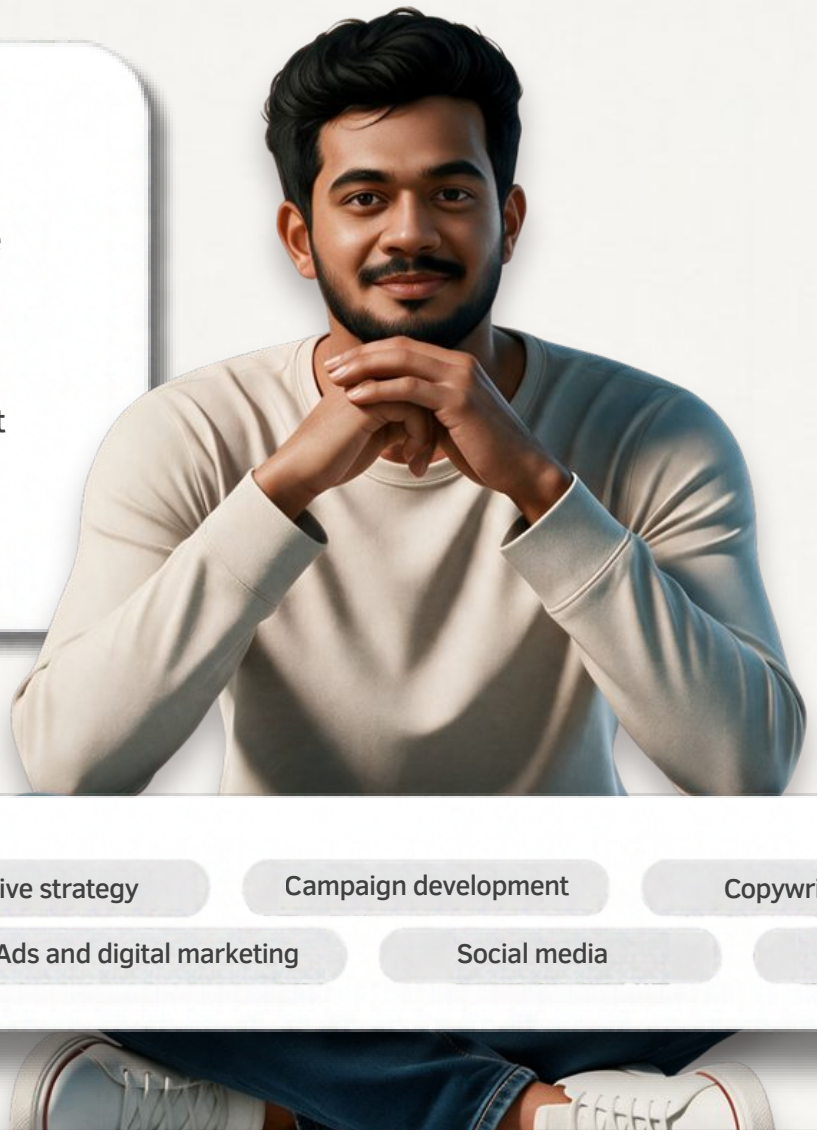
BRAND STRATEGIST

Positioning . Go-To-Market Strategy · Campaigns ·

ABOUT ME

"I've told stories since I was a kid, and marketing turned out to be the biggest stage for it. I take brands from idea to audience: strategy, campaigns, Meta ads and shoots. Looking for a crew that cares about the work as much as I do."

Portfolio



MY APPROACH

- Market research & Insights
- Positioning
- Strategic direction
- Campaigns
- Execution

SKILLS

Market research · Creative strategy · Campaign development · Copywriting · Content creation · Meta Ads, Google Ads and digital marketing · Social media · AI workflows

BRAND WORK:

Parachute · COCO INDIA by Parachute · musclemind® · max URBN · Bark Out loud · KLIKI · BEYOND REACH PREMIER LEAGUE Bharat ki League, Bhartiyo ka Sapna. · V-RICH ENRICHING EVERY MEAL · Yogurt Alley A V-RICH BRAND · Goodwind Moto Tours · kaakateeya MARRIAGES

PITCH STRATEGY:

Real Fruit Power · Oberoi HOTELS & RESORTS · FARMACY BEAUTY · SAMMM Inspired by teens, made for teens · NEON Noble Elements Of Nature

TOOLS AND WORKFLOW

RESEARCH: ChatGPT · Claude · Gemini

IDEAS TO LIFE: Magnific · Canva · Eleven Labs

EXECUTION: Meta · Meta Ads · Google Ads

EXPERIENCE

V-Rich & Yogurt Alley

Aug 2026 – Oct 2026

Marketing Executive

- Support the marketing head on brand positioning, product marketing, Meta ad strategy, creatives and brand planning.
- Lead Yogurt Alley's Meta campaign: concept to execution for 20 ad-set creatives, plus the vox-pop shoot.
- Drive D2C campaigns for V-Rich Infused range (pan India) and Tadka Ghee (Hyderabad); plan the Tadka Ghee shoot.
- Managed agencies (Shizz, Social Circle) for shoots and social; write copy for the website revamp, ads, packaging and care cards

Skills: Meta Ads · D2C marketing · Copywriting · Shoot production · Positioning · Agency management

FREELANCE - Ad hoc Projects.

Jun – Jul 2026

Freelance Brand Solutions Strategist

Agency: Postcard India, Pune (ad hoc) project.

- Bark Out Loud monsoon campaign: concept "This monsoon we bark out loud", plus "Meow verse" social content IP.
- Research and campaign idea for the Fibe influencer pitch; shoot references and mood boards for a realty project.

Brand: Kallol Cafe & Durga cafe, Pune.

- Market research, content strategy and creative direction; BTL and event ideas to lift footfall near universities.

Skills: Market research · Campaign ideation · Content IP · Pitch development

Marcamor Consulting

May – Jun 2026

Brand Manager

- Pitch conversion: Goodwind Moto Tours as a client; built strategy and creatives for its Meta campaigns (Romania tour, Grand Balkans): ~450 webinar sign-up leads at ~₹140 CPL.
- Performance strategy, creatives and ad copy for the BRPL cricket league and Kitiki campaigns.
- Social calendars and content IP for Kaakateeya Marriages, V-Sparkle Wellness and Urban Flora.

Skills: Performance marketing strategy · Ad creatives · Ad copywriting · Social media management.

Freelance

Feb – Apr 2026

Brand Consultant (kitiki)

- Pre-launch, alongside Marcamor: consumer research, GTM and QSR launch strategy, brand guidelines (colours, tone of voice, graphics, packaging).
- Planned the launch across social, website and performance marketing, plus BTL such as flea markets.

Skills: Brand identity · GTM strategy · Consumer research · Launch planning

CAREER BREAK

Sept 2025- Jan 2026

- Joined Moksha Media Group as Strategy Executive in September, had a road accident.
- Post recovery travelled India, explored philosophies and spirituality.

AGENCY EXPERINCE

Moksha Media Group, Gurgaon — **Jan – Jun 2025**

Creative Strategy & Business Development Intern

- **Worked & reported to Mr. Praveen Sinha (Founder: Jabong India; Chairman: Moksha Media Group) on dog food project.**
- **Creative strategy:** campaign ideas, mood boards and execution plans for pitches (Real Fruit Juices, Oberoi Rajgarh Palace, Parachute Global, V-Mart, Farmacy Beauty); consumer interviews and brand and competitor audits; social calendars and a content revamp for Parachute Global and Muscle Mind.
- **Business development:** pursued 10+ new leads (including Sammmm, Parkmate, Cartamundi, Hamleys, Estele, Donear); GTM, positioning and OOH strategy for the Neon Vodka and Sammmm pitches; cold outreach and follow-ups.

Skills: Pitch strategy · Consumer research · Social Media calendars · Shoots · Brand audits · BD

FREELANCE — **Apr 2023 – Aug 2024**

Consultant

Agency: AB Branding & Marketing, Delhi

- Market research, competitor analysis and consumer journey maps behind brand positioning and messaging.
- **Brands: Tea Bear, NitAgni, Cuffs & Lashes, Begum, OPD Sure**

ENTREPRENEURSHIP

Friends Cafe & Restaurant, Dehradun — **Sept 2019 – May 2021**

Co-founder

- Spotted a gap near educational institutions and built the venture: procurement, vendors, accounts and marketing.

EDUCATION

SKEMA Business School, Paris — **Jan 2022 to Jun 2023**

MSc International Marketing and Business Development

QS Marketing Master's Rankings 2023: 8th worldwide.

Dr. Panjabrao Deshmukh Krishi Vidyapeeth — **2014 to 2018**
BSc. Agriculture Science

CERTIFICATIONS

- *Meta Social Media Marketing*
- *HubSpot Inbound Marketing*
- *Google Ads*
- *Internshala Web Development*

LANGUAGES

English · **Telugu** · Hindi · **Marathi**

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Manideep Vokkerla

My work

Let's Connect....