

# Suvidhi Jain

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## Professional Summary

As a brand strategist with over 4 years of experience, I have a proven track record of developing and executing successful branding and marketing initiatives. I possess a deep understanding of brand planning, content strategy, and digital marketing, enabling me to consistently drive brand engagement, increase visibility, and achieve business objectives. My experience in launching new products and campaigns, managing multi-million-dollar budgets, and coordinating cross-functional teams has equipped me with the skills and expertise to excel in senior marketing and brand strategy roles.

## Work Experience & Internships

**Program Management Associate | Piramal Pharma Solutions | Michigan, United States** Jun'23 – Present

- Managed a client portfolio of ~\$18 million annually, serving as the primary point of contact for 17 successful projects.
- Spearheaded cross-functional collaboration across 17 client projects, ensuring seamless customer experiences.
- Developed and established processes for efficient program management, enabling >95% accuracy in predicting and adherence of the timelines.
- Led the ideation and implementation of an Order-to-Cash (OTC) system, resulting in >90% monthly revenue forecast accuracy and increased billing/revenue recognition frequency through enhanced operational transparency. Awarded the Chairperson's Award FY'24 for this initiative.

**Brand Partner | Vyas Giannetti Creative | Mumbai, India** Aug'20 – Jan'23

- Led a team of 7 junior brand partners, designers, and associates, devising strategies for branding and communication campaigns and supervising creative execution for the clients.
- Handled a portfolio of over 15+ clients, generating more than INR 5 Cr. (~USD 600K) revenue annually for the Agency.
- Managed clients across industries ranging from Education, Real estate, Hospitality, Food and Beverages, Fintech and Banking, and some multinational conglomerates, managing diversified businesses.
- Worked closely with the residential marketing team at Phoenix Mills Ltd. to create their annual and quarterly marketing plans detailed with activations and engagement strategy for the brand.
- Successfully launched India's leading B-school, BITSOM, a BITS Pilani and Aditya Birla Group venture.
- Managed the social media and internal communication channels for a leading international school increasing brand engagement by 3x in just 1 year.
- Marshaled the launch of 6 real estate projects in 2.5 years for Shalimar Group and Phoenix Mills Ltd. each selling an average 60% inventory in the first 3 days after the launch.
- Coordinated the 360-degree launch of the "Big in Your Life" campaign for Aditya Birla Group at IPL 2022 increasing the brand visibility.
- Led the internal launch of 'Big In Your Life' digital marketing campaign for Aditya Birla Group on Ganna and Money Control Pro.
- Supervised, led, and contributed to 20+ client launches (both internal and external) in 2.5+ years for clients across industries.

**Internship, Strategy and Planning | TBWA | Mumbai, India** May'20 – Jul'20

- Collated competition and category research for various Retail, Finance and Food and Beverage Brands.
- Analyzed the data gathered to mine key insights that formed the communication strategy's basis.
- Coordinated brand positioning exercises for Retail Brands to identify emergent positioning routes against the competitors.
- Conducted an in-depth study to develop the "Finance Trends Post-Covid Report", released by TBWA Mumbai in 2020.

**Internship, Content Marketing Executive | Amarjyoti Advertising Pvt. Ltd. | Indore, India** Apr'19 – Oct'19

- Handled social media marketing, laid the website framework and crafted the website content for multiple local brands.
- Charted and executed on-page and off-page website optimization strategy to improve the website ranking from 14<sup>th</sup> to 2<sup>nd</sup> position in 2 months.

## Education and Professional Certifications

- Google Digital Marketing & E-commerce Professional Certificate | Google Certifications | United States of America** 2025 – Present
- Professional Specialization in Content Strategy | Northwestern University | United States of America** 2022 – 2023  
Grade: A (92-100 percentile)
- Post Graduate Diploma in Advertising and Marketing Communication | Xavier's Institute of Communication | Mumbai, India** 2019 – 2020  
Grade: A (80-90 percentile) | Awarded Venkat Vemulapalli Memorial Award for Best Live Client Project, 2020
- Bachelor of Arts in Mass Communication (Hons.) | Prestige Institute of Management and Research | Indore, India** 2016 – 2019  
CGPA: 9.6/10 (Department Rank: 1) | Awarded Gold Medal for Department Rank 1 in a batch of ~100 students

## Competencies

- Branding Strategy
- Market Planning
- Strategic Communications
- Campaign Planning
- Research – Brand, Category, Competition, Consumer
- Social Media Marketing
- Project Management
- Analytical Skills

## Achievements, Extracurricular and Additional Information

- Won the Chairperson Award for creating impact through innovative projects. (2024)
- Won the Venkat Vemulapalli Award for the ad film at Xaviers Institute of Communications. (2020)
- Placement Coordinator, Xaviers Institute of Communication for Batch-2019.
- Media Relations Coordinator, Press and Publicity Committee at Prestige Institute of Management and Research. (2017-2018)
- Content Head at the Press and Publicity Committee at Prestige Institute of Management and Research. (2016-2017)
- Awarded with multiple inter-school level certificates in Extempore, Debate and Singing competitions.