# VEDANT KAUSHIK

Phone: +91 96327 80851 | Email: vedantkaushik821@gmail.com
LinkedIn: Vedant Kaushik

---

## PROFESSIONAL SUMMARY

MSc Marketing graduate (University of Birmingham) with global exposure in technical marketing and digital strategy. Specialized in AI-driven consumer modeling and performance analytics. Proven track record of optimizing workflows for international supply chains and driving ROI-focused campaigns. Provided marketing consultancy for diverse international brands such as Beiersdorf and PepsiCo Passionate about bridging the gap between creative storytelling and data science.

## EDUCATION

- MSc (Marketing) – *University of Birmingham* | 2025
- BBA (Marketing) – *Symbiosis International University* | 2021 - 2024

## PROFESSIONAL EXPERIENCE

1. **Mikado Foods Pvt. Ltd. – London, United Kingdom**
   *Technical Marketing Specialist* **|** *July 2025 – October 2025*

   - Managed supplier compliance and artwork verification processes, ensuring full regulatory adherence and brand consistency across international markets.
   - Streamlined documentation and quality review workflows using proprietary tools, reducing approval turnaround times and improving cross-team coordination.
   - Supported launch readiness for new and existing products by aligning design, packaging, and safety specifications across stakeholders.

2. *Yellow Wills Pvt. Ltd. – Bangalore, India*
   *Omnichannel Marketing Specialist* **|** *June 2023 – September 2023*

   - Supported digital campaign management across Google and Meta platforms, contributing to improved targeting and budget efficiency.
   - Conducted ROI and performance analysis, providing insights that informed content optimization and creative direction.
   - Collaborated with content creators to expand audience reach and engagement across digital channels.

3. **Mera Kal – Bangalore, India**
   *Marketing Analyst* **|** *April 2023 – June 2023*

   - Conducted structured market mapping to identify and qualify 130+ potential leads across key sectors.
   - Developed content and promotional materials in coordination with product and design teams to strengthen brand storytelling.
   - Assisted in developing a three-month digital content plan that improved platform visibility and user interaction.

---

## PROJECTS

**1. Future Leaders Certificate (FLC) – Beiersdorf (NIVEA)** | 2025 | Consultant

• Chosen as a marketing consultant in Beiersdorf's £2M integrated marketing challenge for NIVEA for the Univesity of Birmingham.
• Collaborated with cross-national teams to design data-driven strategies enhancing brand engagement among Gen Z consumers across digital and retail channels.
• Delivered a full-funnel marketing proposal including influencer activations, AI-driven segmentation, and sustainability storytelling for the UK market.
• Recognised by Beiersdorf mentors for strategic creativity, analytical depth, and presentation excellence during the final pitch.

**2. Dissertation –** 2025
*"Consumer Perceptions and Adoption of AI-Driven Marketing Tools"*

• Researched how consumers interact with AI-enabled marketing systems, focusing on trust, personalisation, and decision-making across digital channels.
• Translated findings into practical marketing strategies for implementing AI ethically while enhancing engagement and conversion potential.
• Proposed ethical marketing strategies to enhance consumer trust and transparency in AI-driven advertising ecosystems.
• Developed actionable recommendations for integrating privacy-respecting ad models (e.g., contextual and cohort-based targeting) to improve consumer engagement and brand authenticity.

**3. Global Influencer Marketing & EMV Project – PepsiCo (Doritos)** | 2025 | Consultant
*"Cross-Platform Influencer & Earned Media Value Project"*

• Developed a strategic framework to measure influencer and creator marketing impact across platforms, integrating engagement, conversions, EMV, and sentiment analysis.
• Critically applied Earned Media Value (EMV) to evaluate campaign effectiveness versus traditional media, proposing platform-specific benchmarks and complementary metrics to address methodological limitations.
• Produced data-driven insights and visual reporting tools to guide ROI optimization and risk mitigation for global influencer campaigns.
• Synthesized academic research and industry reports to inform actionable recommendations, demonstrating integration of theory and practical marketing strategy.
• Recommended actionable optimizations that aligned cross-platform influencer activity with brand KPIs, enhancing potential ROI and providing a model replicable for other FMCG campaigns.

## CORE COMPETENCIES

Brand Strategy & Positioning | Influencer & Creator Marketing | Social Media Strategy | AI-Driven Marketing and Strategy | Generative AI Applications | Predictive Analytics & Consumer Modelling | Marketing Automation & Personalisation | Digital Campaign Management | Performance Marketing (SEO, SEM & PPC) | Content Strategy & Copywriting | Growth Marketing | Marketing Analytics & Dashboarding | CRM & Retention Strategy | Market Research & Consumer Insights | Customer Journey Optimization | Cross-Platform Advertising | Strategic Communication |

**Tools:** Google Ads & Analytics | Meta Business Suite | Excel (Advanced) | Power BI | Canva | Figma | HubSpot | Mailchimp | MS Office | Zoho Marketing Automation | Zoho CRM | Zoho Social

**Languages:** English | Hindi | Basic French