


# AKSHAT VASUDEVA

## MARKETING PROFESSIONAL

 akshatvasudeva99@gmail.com  +91-9599021025  www.linkedin.com/in/akshatvasudeva/

**Tech** brain. **Marketing** heart. **Strategy** built-in. Currently driving strategic corporate sales at **Bennett Coleman & Co. Ltd. (The Times of India)**, where I focus on enhancing key client accounts and driving growth by onboarding **Technology & AI** firms through impactful, narrative-focused campaigns. Previously, I've interned with Swiggy's brand marketing team and managed go-to-market for **Swiggy Pocket Hero** and **Swiggy Occasions**, **launching across 21 cities with P&L-positive pilots**. With a **B.Tech** (CSE) degree, an MBA in **Marketing** and **Business Analytics**, and a love for AI tools and sharp storytelling, I blend logic with creativity to build what actually clicks. Now, I am aiming to bring this energy to a marketing team that's solving real problems, not just chasing clicks.

### KEY ACHIEVEMENTS

- **Client Account Growth:** Successfully increased client account's growth by 4x and managed high-impact campaigns with Times of India
- **Successful Product Launch:** Achieved P&L-positive results for Swiggy's Pocket Hero NSO and launched across 21 cities
- **Campaign Strategy:** Implemented client's campaign that enhanced brand visibility by 3x over 1.5 months

### PROFESSIONAL EXPERIENCE

|   |                               |
|---|-------------------------------|
| <b>Assistant Manager - Response</b><br><b>Bennett Coleman &amp; Co. Ltd. (The Times of India)</b>   | <b>July 2024 - Present</b>    |
| <ul style="list-style-type: none"><li>• Driving business growth with a database of <b>100+ clients</b>, collaborating with Tech &amp; AI firms</li><li>• Customising &amp; proposing marketing properties with sponsorships worth ₹50-₹200 lakhs (e.g., ET World Leadership Forum, ET Future of AI, ET @ Davos, Times Techies NASSCOM GCC 2030 &amp; Beyond Forum)</li><li>• ABM and thought leadership campaigns, contributing <b>45%</b> to the BCCL vertical</li><li>• Managing comprehensive media plans (e.g. Shiprocket SHIVIR 2025), strategising be-spoke solutions</li><li>• Achieving consistent revenue through strategic up-selling and cross-selling</li><li>• single and multi-client campaigns to enhance brand positioning</li><li>• Key Achievement: FY2425: <b>142%</b>, FY2526 YTD: <b>156%</b>, increased client portfolio by <b>₹250 lakhs</b></li><li>• Key Accounts: HP, AMD, Micron, Shiprocket, Canon, Concentrix, Publicis Sapient, Thales &amp; others</li></ul> |                               |
| <b>Management Trainee</b>   | <b>April 2024 - July 2024</b> |
| <ul style="list-style-type: none"><li>• Developed a strong understanding of the media and advertising ecosystem across all assets</li><li>• Built and maintained a comprehensive database of <b>150+</b> clients &amp; fostered strong relationships with marketing and PR agencies</li><li>• Successfully led a project focused on identifying tech companies in Delhi NCR analyzing the expenditure trends of leading tech companies</li><li>• Conducted market research to identify advertising patterns and media investment</li></ul>  |                               |
| <b>Brand Marketing Intern, Product Marketing</b><br><b>Swiggy</b>   | <b>Oct 2023 - March 2024</b>  |
| <ul style="list-style-type: none"><li>• Played key role in launching Swiggy Pocket Hero across <b>21</b> cities after strong pilot P&amp;L results</li><li>• Managed influencer marketing for Swiggy Occasions, achieving <b>100%</b> on-time deliverables</li><li>• Executed festive campaigns, increasing user engagement and visibility by <b>20%</b></li><li>• Collaborated with teams to deliver over <b>50</b> creative assets on schedule</li><li>• Secured Swiggy Occasions' brand presence at TASCON HR event, generating <b>10+</b> leads (CHROs)</li><li>• Improved push notification strategy by segmentation, boosting click-through rates by <b>15%</b></li><li>• Conducted market research to support three successful service launches</li></ul>  |                               |

PROFESSIONAL EXPERIENCE

Digital Marketing & Analytics Intern (PPO Offered)

May 2023 - July 2023

KAI India

- Improved organic reach by **22%** through competitor and website analysis with SEO enhancements
- Increased engagement by **18%** in six weeks via Instagram, LinkedIn, and Facebook campaigns
- Launched a Shopify e-commerce store, enhancing payment processes and product discoverability
- Created campaign dashboards in Tableau and Power BI to track KPIs and measure ROI for summer product launches
- Collaborated with influencers and restaurant brands, leading to a **30%** rise in user interaction and brand recall, leveraged user generated content for better brand positioning
- Boosted content workflow productivity by **25% with Trello** and posting efficiency by **20% using Statusbrew**

SKILLS AND TOOLS

- Marketing Strategy:** Creative ideation, brand communication, campaign planning & management, B2B B2C B2G marketing, ATL-BTL marketing, experiential marketing, media strategy, MarCom, lead generation, customer segmentation, product marketing, competitive analysis, strategy consulting
- Digital Execution:** Performance marketing, SEM, paid social, digital advertising, influencer & content marketing, SEO, SEM optimization, social media strategy, e-commerce marketing, Shopify, GTM, generative AI for marketing insights
- Platforms & Tools:** Microsoft Excel, AI-integrated Excel, Power BI, Tableau, KNIME, Canva, Trello, CRM, Shopify, Google Analytics, Digital Ads, AI-powered language models, Statusbrew, Basic SQL & Python
- Core Skills:** Prompt Engineering, Artificial Intelligence, trend analysis, ROI-CPL-KPI tracking, marketing analytics, market research, stakeholder management, servicing, workflow optimization, collaboration, problem-solving skills, cross-functional team, communication skills, prioritization, leadership

EDUCATION

PGDM, Marketing & Business Analytics

New Delhi Institute of Management

June 2022 - May 2024      New Delhi      CGPA: 8.5

Bachelor of Technology, Computer Science

J.C Bose University of Science and Technology

July 2107 - May 2021      Faridabad      CGPA: 7.9

ADDITIONAL INFORMATION

- Volunteering & Extracurricular:** Associated with NGOs for education and welfare; active in blood donation drives & animal healthcare; formal/informal anchor at public events; volunteer at UNV; participant in national summits, cultural festivals, district-level badminton
- Position of Responsibility:** Lead for Projects - Times of India, President - Swayam Cultural Club (NDIM), Vice President - Student Union (Echelon Institute), Head Boy - Scholars Pride School, House Captain – Gita Convent School, Class Representative - NDIM
- Performing Arts:** Winner of 13+ trophies in music on multiple levels; singer, songwriter, composer, guitarist, pianist and a ukulele player