

AKSHAT VASUDEVA

MARKETING PROFESSIONAL

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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

Assistant Manager - Response

July 2024 - Present

Bennett Coleman & Co. Ltd. (The Times of India)

- Driving business growth with a database of **100+ clients**, collaborating with Tech & AI firms
- Customising & 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 & Beyond Forum)
- ABM and thought leadership campaigns, contributing **45%** to the BCCL vertical
- Managing comprehensive media plans (e.g. Shiprocket SHIVIR 2025), strategising be-spoke solutions
- Achieving consistent revenue through strategic up-selling and cross-selling
- single and multi-client campaigns to enhance brand positioning
- Key Achievement: FY2425: **142%**, FY2526 YTD: **156%**, increased client portfolio by **₹250 lakhs**
- Key Accounts: HP, AMD, Micron, Shiprocket, Canon, Concentrix, Publicis Sapient, Thales & others

Management Trainee

April 2024 - July 2024

- Developed a strong understanding of the media and advertising ecosystem across all assets
- Built and maintained a comprehensive database of **150+ clients** & fostered strong relationships with marketing and PR agencies
- Successfully led a project focused on identifying tech companies in Delhi NCR analyzing the expenditure trends of leading tech companies
- Conducted market research to identify advertising patterns and media investment

Brand Marketing Intern, Product Marketing

Oct 2023 - March 2024

Swiggy

- Played key role in launching Swiggy Pocket Hero across **21** cities after strong pilot P&L results
- Managed influencer marketing for Swiggy Occasions, achieving **100%** on-time deliverables
- Executed festive campaigns, increasing user engagement and visibility by **20%**
- Collaborated with teams to deliver over **50** creative assets on schedule
- Secured Swiggy Occasions' brand presence at TASCON HR event, generating **10+** leads (CHROs)
- Improved push notification strategy by segmentation, boosting click-through rates by **15%**
- Conducted market research to support three successful service launches

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

Bachelor of Technology, Computer Science

New Delhi Institute of Management

J.C Bose University of Science and Technology

June 2022 - May 2024

New Delhi

CGPA: 8.5

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