



+91 9740562592



chait54@gmail.com



Bengaluru, KA

Chaitali Das 

Associate Vice President, Marketing & Branding



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## SUMMARY

10+ Years of experience in branding, core marketing and advertising with the ability to lead teams, develop and execute marketing strategies along with brand planning for new and established **consumer brands (B2C) (D2C).**

**FMCG, Technology, Subscription, Food Delivery, Healthcare & Insurance, E-tail.**

Demonstrated proficiency in crafting engaging narratives, fostering robust consumer engagement, and harnessing market insights to execute influential marketing campaigns.

Adept at creating resonating stories for consumers, ensuring tangible user growth and building category ownership for brand that leads to competitive advantage in the market, product demand increase and business growth.

## KEY SKILLS

- **Branding Strategy and Planning**
- **Brand Positioning, Brand messaging**
- **Product Positioning, Product Marketing, Product messaging**
- **Content development, Communication strategy, Integrated brand communication**
- **Marketing Strategy**
- **Team leadership**

## ACADEMIC HISTORY

- PGDM Marcom, Events Management, PR (Team-I, formerly EMDI, Grey Cells Pvt. Ltd.), Bengaluru, KA
- B.A. Psychology, St. Thomas College, Bhilai, CG

## PROFESSIONAL EXPERIENCE

**Sprink.online** (Formerly Petoo.in QSR)  
**(2019-Present) Subscription & Delivery Platform**

*Associate Vice President Marketing, Brand Communication, Product*

### Petoo.in

- Strategically **redefined the brand purpose and positioning on a national scale**, leading to QSR sector in high-street outlets, expansion into corporate counters, resulting in 8% existing customer growth, 30% new customer acquisition, increased franchise sales in tier-1 cities, and 20% quarterly revenue growth (up to 1m).

### Sprink.in

- **Researched, analysed and helped built the go-to-market strategy for Sprink.online** during & in post-pandemic market by launching new product offering on Indian meals and health centric diets in a subscription based model.
- Strategised & implemented **mix of strategic brand-centric marketing campaigns, social media strategy, content marketing, affiliate partnerships** that led to **efficient lead generation, customer acquisition and retention** with focus on increasing ARPU rate and ensured steady MRR growth.
- Strategically defined brand messaging and positioning, resulting in a compelling and resonant brand identity that resonated with the target audience and drove steady subscriptions and retention.
- **UI/UX-Project managed the various facets of the product development** building Sprink web/app. Analyzed user journeys to provide actionable insights and collaborated closely with product managers, designers, and other cross-functional teams to deliver high-quality user interfaces that align with the company's product vision and goals.
- Executed dynamic **product marketing strategies**, aligning product features with customer needs. Leveraged consumer insights to optimise **product messaging and positioning** and implemented effective marketing strategies to drive faster product adoption and consumer engagement.

- Effectively directed both internal creative teams and external agencies to produce a wide array of branded materials, emphasizing sales-focused promotional collateral and digital assets.

## PROFESSIONAL EXPERIENCE

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### Smoodies.in - Bangalore (acquired by Eatfit.in)

(July 2018- May 2019)

*Brand Head*

- **Built product portfolio and launched new range of SKUs for the targeted market in beverage sector, leading to relevant increased sales growth by 25%.**
- Developed the funneling of the product line pricing and creating categories under perceived value of a line of products. **Implanting a line branding strategy which helps in easy product expansion with minimum marketing costs.**
- Strategy & Planning for brand- Segmentation, Targeting and Positioning in the market. Built the narrative behind the brand in creative, yet in a curated way along with ideation and **implementation of New Sustainable glass packaging and label development**, which contributed to better brand visibility and recall in retail stores and e-tail portals and reduced the cost for packaging.
- Initiating and monitoring **omni-channel retail marketing across Institution, Social, Web, E-tail and Retail stores.** Researching on potential target audience and market opportunities and devising promotional strategies and collaterals with alignment to the brand, plus, product story.
- Co-ordination with creative and media agencies on board and managing the creative output that are brand-centric for on online and offline platforms.

### Askme.com Furniture- Bangalore (Nov 2015 – July 2016)

*Senior Brand Marketing Manager, (Team Lead)*

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- Lead cross-functional teams of offline and online marketing activities to create brand stand for Mebelkart among the e-comm players in the market.
- Creative development by providing art direction to internal and external agencies and utilizing best practices which **increased brand awareness and scaled customer response.** Created process improvements, enhanced effectiveness of website by **content direction and SEO practices.**
- Initiated brand alliances to capture the target markets, increasing the traffic on the website.

### Grey Group (WPP) – Asia Pacific, Bangalore

(March 2015 - June 2015)

*Account Supervisor, Ad agency*

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- Account Supervisor and manager for **ITC-B Natural juices and Kitchens of India.** Team lead for the account. Provided brand centric, creative support for **ad campaigns (through ATL/BTL mediums).**
- Launched ITC juice line of products (tetra packs) and Kitchens of India; condiments range. Boosted retail sales through BTL activations in retail stores located in domestic and export businesses.
- Conducted researches on products, consumer behavior and competition to gain insights on the client's business and industry and work closely with the planning team to devise launch campaigns and digital direction for the brand.

### Origami Creative Concepts pvt Ltd., Bangalore

(November 2010 – March 2015)

*Senior Account Exec., Ad and Branding agency*

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- Core point of contact for various clients in GCC region and India. Effectively clients and worked on ATL/BTL campaigns for the accounts.
- Lead a team of designers, copywriters, managers, providing brand solutions to a number of clientele.
- Planned Television Commercials to promote the client's products and managed the production process and placement of the ad on air.