

About Me

Marketing and communications professional with 5+ years of experience across brand communications, stakeholder engagement, campaign execution, and business growth initiatives in fast-paced environments.

Skilled at developing communication strategies, managing client and partner relationships, and leading teams to execute marketing operations from planning through delivery, with a proven track record of supporting market expansion, industry event representation, and cross-functional coordination to deliver measurable business outcomes.

Experience

Marketing & Communications | Independent Projects

August 2026 – September 2026

- Led market research and go-to-market validation for Bot & Brew, an early-stage robotics-led automated coffee venture, identifying target markets and customer positioning to support the company's go-to-market strategy.
- Led website redesign and marketing asset delivery for Atman Doll, a Mumbai-based doll brand, as part of a broader rebrand initiative

Marketing Associate | Vecmocon Technologies

August 2025 – July 2026

- Served as the company's sole on-site lead for SIAT 2026, a flagship industry exhibition, coordinating directly with event organizers, vendors, and designers, while personally managing and representing the company's booth, generating 70+ qualified leads.
- Partnered with industry associations, PR agencies, and the founder's office to represent the brand and build external relationships
- Led outreach into the European market, building relationships with international stakeholders to support the company's overseas expansion
- Collaborated directly with CXO-level leadership on go-to-market strategy, pipeline priorities, and business growth initiatives
- Managed vendor relationships end-to-end, coordinating deliverables across marketing and event initiatives
- Developed presentations, proposals, and client-facing communication materials in coordination with design teams
- Managed email marketing and social media strategy, shaping messaging and outreach based on performance insights
- Managed a high-volume inbound inquiry channel (10–20 inquiries monthly), engaging qualified prospects and routing them to the appropriate internal teams.

Marketing Communications | Orangewood Labs Inc. (YC W18)

October 2023 – May 2025

- Led a cross-functional team of 3, including a content creator, visual designer, and marketing generalist, to plan and execute integrated marketing campaigns.
- Grew the company's LinkedIn following by 6,000+ within 6 months, driving a 40% increase in overall brand engagement
- Managed global event marketing (CES, IMC, industry expos) and represented the company at 5+ exhibitions, building high-value B2B partnerships
- Integrated video storytelling into content strategy, boosting campaign performance by 35%
- Streamlined marketing operations, improving campaign delivery time by 20% and reducing production costs by 15%
- Collaborated with senior management to align communications strategy with business goals
- Developed product narratives and communication strategies for investor relations and enterprise adoption

Social Media Content Producer | Orangewood Labs Inc. (YC W18)

September 2022 – September 2023

- Produced, filmed, and edited 50+ videos for marketing campaigns, product launches, and corporate communications, driving a 30% increase in engagement
- Managed end-to-end video production from pre-production through post-production, ensuring on-time delivery within budget
- Contributed to a 20% increase in lead generation through cross-functional multimedia content initiatives
- Optimized video content across social, web, and internal channels, improving viewership by 25%

Social Media Content Producer | MyBageecha

August 2021 – August 2022

- Developed and executed paid and organic social media campaigns, generating 700K+ impressions and increasing product sales by 30%
- Created and implemented content strategies aligned with brand messaging, driving higher engagement and campaign performance
- Coordinated with clients and stakeholders to ensure brand consistency, meeting deadlines and staying within budget while maintaining a 98% on-time delivery rate
- Utilized data analytics to optimize content performance, increasing organic reach by 30% across Instagram and Facebook

Video Editor | WLDD Private Limited

August 2020 – June 2021

- Edited and produced 100+ branded video pieces for Redmi, OnePlus, and Durex
- Created social media video ads averaging 100K+ impressions per reel
- Managed influencer collaborations, leading post-production on high-engagement videos
- Designed monthly video reports for clients, translating performance data into engaging content

SKILLS & EXPERTISE

Marketing Communications · Business Growth · Client & Stakeholder Management · Cross-functional Leadership · Vendor Management · Events & Industry Representation · Presentations & Proposals · Social Media & Campaigns · International Outreach · Microsoft Office (Excel, PowerPoint, Word) · AI Tools & Automation

EDUCATION

Bachelor of Arts in Journalism & Mass Communication

Amity University

Film & Television Technology in Cinematography

College of Fine Arts, JNU