

An Architect with over a decade of proven expertise within the dynamic landscape of real estate, navigating cross functional profiles spanning Marketing Communications, Design, Product and Brand management. Augmenting the fusion of techno-creative acumen to enable synergetic and efficient work flow throughout product lifecycle and brand journey.

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**Core competencies**

Product Development | Brand & Marketing Communications | Creative direction  
Design Management & Strategy | Customer Experience and Engagement | Leadership & Team management

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**Head – Marketing & Product | Akshaya Private Limited | October 2020 – Till date**

*Key roles and responsibilities:*

- Spearheading product development, marketing and sales strategies, communication tactics, design evolution for upcoming projects, brand initiatives and related verticals.
- Instituting a structured Marketing Communications and product lifecycle team, delivering successful Go-To-Market (GTM) strategies.
- Devising design concepts and development strategies for corporate, residential, and interior projects.
- Crafting and overseeing the annual Marketing Communications operating plan, achieving sales revenue targets
- Formulating GTM schemes and communication strategies tailored to market dynamics and inventory, spanning ATL, BTL, CP, Digital, and Referral divisions.
- Curating product briefs and translating them into creative requisites for branding, design, and marketing collateral across departments.
- Orchestrating creative brainstorming sessions and managing communication endeavors.
- Collaborating with management, sales, and marketing teams to continually innovate, enhancing brand perception, product positioning, and customer satisfaction.
- Conceptualizing and supervising the execution of marketing communications tailored to specific brands and projects.
- Strategizing and overseeing media planning and PR initiatives to foster product and brand development.
- Conceptualizing and managing the design and setup of experience centers, model homes, venues, and other brand assets to elevate the product and customer experience.
- Managing sales and customer relationships for special projects, institutional endeavors, NRI clientele, customizing product and design management schemes as needed.

**Architect & Creative Consultant | Red Yellow Blue stories | Consulting for Medium sized developers | October 2019–October 2020**

*Key roles and responsibilities:*

- Providing design direction, product marketing and development strategies, design management, creative leadership for start-ups to mid size developers.
- Strategizing design ideation and product development for commercial, residential and interior projects.
- Analyzing product briefs, translate them into design and marketing deliverables.
- Work with design, management, sales and marketing teams to constantly identify and catalyze innovation that aids in better product positioning and perception.
- Provide design direction, ideating concept pitches, client relationship, delight management, customer revival and nurturing solutions for interior and design verticals.
- Co-ordinate and oversee project execution with respect to customization and fit -outs management with clientele – local and international.
- Strategize and plan – Branding and Marketing activities for the interior solutions and product development teams.
- Ideate and develop strategies for improving customer experience and delight measures with the products, services and brand.
- Strategize and plan – creative campaigns and communications to support product marketing.

## **Senior Manager | Mar-Comm | Navin's – Real estate and land development | November 2015 – September 2019**

### *Key roles and responsibilities:*

- Lead and managed Creative strategies - Responsible for product ideation, design strategy and design development. Directly managed and led a dedicated seven-member team with multiple skill sets.
- Brand custodian for product development and product marketing to ensure enhanced brand perception, product placement and promotion strategies.
- Ideation and strategy for project marketing, creative planning and creative initiatives for enhancing product experience and project-oriented communication across ATL, BTL, Referral and Digital platforms.
- Plan and manage marketing surveys on product, aesthetics, strategic communication and design development.
- Ideate and oversee design and set up of experience centers, model homes or venues, and other brand properties for enhanced product experience and customer delight.
- Customer relationship management for special projects, institutional and NRI clientele with regards to product and design management.
- Augmented brand communications and PR strategies.

## **Architect & Client Manager | Rajappa Shobana Architects -Residency Builders| December 2013 – June 2015**

### *Key roles and responsibilities:*

- Completed around 50,000 sq. Ft of interior architecture assignments spread over residential, commercial and health care
- Programming, conceptualization and interior design of residential and health care projects.
- Residential projects- Design –programming, conceptualization of Boutique residential projects encompassing Hi-end apartments and villas.
- Mentorship for junior architects and internship trainees.

## **Career Achievements**

- Product retrofitting for signature and long cycle projects to aid better perception and sales absorption at Akshaya.
- Direct end to end creative process and communications for Akshaya In-house.
- Awarded best employee for outstanding performance in Navin's for the calendar year 2016.
- Supervised branding, creative planning & creative communication for 6 new project launches.
- Ideated and Developed in-house interior services - N-Hance from Navin's for comprehensive design solutions.

## **Academic Background & Interests**

- Bachelors of Architecture from SRM University - Gold Medalist in University topper in the academic programme. – May 2013
- PGPCP – Brand Strategy from SPJIMR – May 2024
- MSCR Programme – REMI Mumbai – March 2024
- Mentorship and Academic Guidance for various Architectural Schools in Chennai
- Focused study on Architectural Settlements & Heritage conservation, CEPT University - 2013
- Won various accolades at national level design contests
- Academic Excellence Award with Scholarship for all the 5 Academic Years – 2008 to 2013.
- President of the Architectural Association – SAID, SRM UNIVERSITY-2012- 2013.

## **Hobbies**

- Alternative wellness practice, Art Therapy, Doodling

## **Tools**

- Adobe Photoshop, AutoCAD, Sketch Up & MS office