



# APARNA MADAN

**Branding Professional with 5+ years of experience, seeking Marketing role opportunities to bring forth my experience & academic qualifications.**



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Agile, results-oriented branding professional with high abilities of project management (multiple projects simultaneously).

Enthusiastic professional with a high level of dedication towards achieving tasks on time.

Strong sense of purpose & a problem-solving attitude. Always worked in dynamic ecosystems and with brands/businesses with 'consumer-focused' approach.

Good eye for detail, strong inter-personal & communication skills & can perform well under pressure, whilst displaying composure and flexibility in complex and stressful situations.

Stays on top of demands & adapts quickly to needs and policies.

Demonstrates strengths in creativity and empathy. Obsessed with brands & consumers.

Fuels up on chai & conversations; pre-work you can find me chanting, meditating & singing to my plants; post-work you can find me chanting again, painting, watching YT videos, attending a Mindvalley class or reading a book.

## Areas of expertise:

Brand Strategy & Communications, 360 Degree Asset Creation, Project Management, Design Thinking, Market-Category-Brand Assessment, Product/Process Innovation, Product & Market Research, Analytical thinking, Creative & Film Production, Content Creation, Sense of Aesthetics, Packaging Development, Influential negotiation skills, Business Process Improvement, Supervision & Leadership, Cross-functional team management, Development & Training.



## WORK EXPERIENCE

**BRAND MANAGEMENT CONSULTANT (MYO, APRIL 2020- CURRENT)** for top FMCG companies- **HUL, Unilever Singapore & Marico** across brands like Pond's (sheet masks & face talc), Glow & Lovely (earlier Fair & Lovely, Nihar (Jasmine & Shanti Amla), Parachute, Jataa Men Ayurvedic hair oil, etc...



(1) Single POC for account management & responsible for managing teams/resources/vendors, finance tracking, project management, supervision & ensuring quality delivery within stipulated project time. Some of these projects were high pressure, involved multiple stakeholders & required quick turnaround time.

(2) Projects include brand campaign launches, re-launches... (assets across TV, print & digital mediums) & some special projects at PAN India level. (3) Have been involved & added at every stage of project- brief, strategic thinking, consumer research & learnings, creative inputs, TVC, digital & print production, post production & assets delivery.

## HEAD OF ACCOUNT MANAGEMENT (SITUATIONS ADVERTISING, NOV 2019- APRIL 2020)



- (1) Primary agency contact & led the business for the above brands (for entire group- across categories).
- (2) Reported to the Founder & MD.
- (3) Responsible for account supervision, brand strategy, communication strategy and communications, asset development (TV, print), collaborated with brand team's digital agencies for content creation, new process & structure implementation, agency resource management, packaging development.

## SENIOR BRAND SERVICES MANAGER (MULLEN LOWE LINTAS GROUP, MAY 2016- OCT 2019)



- (1) **Exponential career growth-** Started off my career at Lowe in 2016 as a Project Consultant. Served roles as Account Executive (2017), Brand Services Manager (2017-18) and Senior Brand Services Manager (2018-19). Moved on from Lintas in 2019 when I was to be appraised as a Brand Director.
- (2) Worked on brands across personal-care and home-care categories. Brands were Axe, Rexona anti-perspirants, Vim (Bar & Gel), Cif, Brylcreem, Indulekha, TRESemmé, Clinic Plus, Lifebuoy (Indonesia),...
- (3) During my tenure reported to the Senior Vice President & also President (on special projects). Whereas, at the client side- worked with senior brand associates & respective brand managers. On some of the hair projects worked directly with the Global brand head (GBVP- Hair Care, South Asia).
- (4) My Role involved leading multiple launch/re-launch projects simultaneously, across all stages of brand building/development and communications including creating presentations on global brands and brand performance to all stakeholders.
- (5) Worked with high accountability and minimum supervision. (6) Have also given training to young minds at Lowe.

## EDUCATION

### **STANFORD BUSINESS SCHOOL (2020)**

Executive Course on Design Thinking' Batch of 2020.

### **INSTITUTE OF MANAGEMENT STUDIES, UNIVERSITY OF PUNE (2014-2016)**

Masters in Business Administration (Marketing). Topped the university with a 5.84/6 CGPA.

### **B.P.H.E SOCIETY'S AHMEDNAGAR COLLEGE, UNIVERSITY OF PUNE (2011-2014)**

Bachelors in Biotechnology.

## REFERENCES & REFERENCE LETTERS

### **Deepa Geethakrishnan**

Advertising Industry Veteran & Proprietor (MYO - Brand Strategy & Communications Agency).

### **Brand/Client Reference & Reference letters**

(Available on request).