



SUMMARY

As a Brand Alchemist, I blend strategy, creativity, and consumer insight to shape brand identity and craft compelling narratives. At Ashpveda, I lead brand strategy and marketing, ensuring every touchpoint resonates with our audience. I'm passionate about creating standout brands and driving customer experiences.

EDUCATION

MBA (Marketing)

ISBR Business School
2018 - 2020

BBM (Marketing)

Christ University
2009 - 2012

SKILLS

- Digital Marketing
- Branding
- Brand Management
- Social Media Management
- SEO, PPC & Analytics
- Market Expansion
- Product & Category Management
- Design
- Content Marketing
- Presentation & Negotiations
- Project Management
- CRM
- Visual Merchandising

CERTIFICATIONS

- Advanced Product & Brand Management - IIM Vishakhapatnam (Pursuing)
- Freedom with AI - Be 10X
- Brandathon Sakshi Chandraakar

PROFESSIONAL EXPERIENCE

Brand HOD

Ashpveda | January '24 - Present

- Led the development of innovative product lines and visual merchandising strategies, aligning with Ashpveda's brand ethos to create a cohesive customer experience.
- Drove brand awareness and expansion efforts through strategic marketing initiatives across D2C, Retail, and B2B channels, resulting in significant growth.
- Spearheaded end-to-end brand communication, ensuring that every touchpoint—from packaging to digital content—reflects the brand's identity and connects with our target audience.
- Enhanced store conversion rates and customer engagement, leveraging insights from consumer behavior to optimize visual merchandising and in-store experiences.
- Created Annual, offer, and asset calendars, along with CES and AOP

Business Head

Tvam Naturally Yours | 2019 - 2024

- Developed and executed a comprehensive turnaround strategy, driving brand growth and market expansion.
- Launched innovative product formulations, revamped designs, and a user-friendly website, increasing brand visibility and customer engagement.
- Expanded the brand to six international markets (USA, UK, Germany, Indonesia, Singapore, Japan) using cost-efficient strategies.
- Tripled D2C sales by implementing targeted digital marketing strategies across all platforms.
- Managed 8 successful B2B white-label projects, delivering customized solutions and strengthening client relationships.
- Adapted to market changes during the pandemic, prioritizing essential products to maintain consistent growth.
- Focused on customer satisfaction and loyalty through strategic brand initiatives.

NITHIN GOPI

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Brand Marketer



SOFT SKILLS

- Goal Oriented
- Creativity
- Strategic Thinking
- Communication
- Leadership
- Adaptability
- Problem-Solving
- Collaboration
- Emotional Intelligence
- Time Management
- Resilience
- Innovative
- Team Management
- Fast Paced
- Learner
- Tech inclined
- Coaching

LANGUAGES

- English
- Hindi
- Malayalam
- Bengali

PROFESSIONAL EXPERIENCE

Brand Marketer

Freelancing | 2018 - 2022

- Eti Class (2017)- Digital marketing and branding.
- The Crack of Dawn Crafts (2018) - Merchandising & Content
- Groundberry (2020) - E-Commerce & Merchandising
- Recharge (2020) - Branding & Content
- Six Senses Coffee (2022) - Branding
- Nilgiri Marten (2022) - Branding
- Mama Quilla Pads (2022) - Branding & Content

Sales

Expedia INC | Bengaluru | 2014 - 2018

- 2014 - 2016: I worked as an executive first and then as a specialist in B2B sales for Expedia India.
- 2016 - 2018: I was promoted to trainer and assistant manager.

Commercial Photographer

Independent Projects and Assists | 2010 - 2020