15 YEARS
of crafting brand stories

100+ Brands partnered

Multi Industry, Region & Channel experience

NOOPUR VASURAJ

BRANDING, CREATIVE & COMMUNICATION STRATEGY CONSULTANT | OMNICHANNEL & INTEGRATED MARKETING-FOCUSED | FRACTIONAL BRAND & CREATIVE LEADER | CONTENT CREATOR

I help businesses decode & utilize multi-media platforms and channels to tell their brands' stories in a way that helps them connect with their ideal audience & create business impact.

LET'S CHAT

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Some of My Work
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AWARDS & RECOGNITION

2018 LIGHTHOUSE INSIGHTS DIGITAL MARKETING AWARDS

1. **Best Product Launch Case Study (Gold) for Samsonite**
2. **Best Influencer Case Study 2018 (Gold) for Samsonite**

2019 CANNES LIONS AWARDS

Creative Director for the Digital leg of Gillette's #BarbershopGirls campaign (Silver)

2016 SMARTIES INDIA AWARDS

Brand Awareness Campaign Shortlist for Burger King launch campaign, Pre-book A Whopper

2016 & 2018 SOCIAL SAMOSA AWARDS

30 under 30 Upcoming Digital & Creative Marketers Shortlist

KEY ADVENTURES I'VE SPEARHEADED

Barbie | fisher-price

Crafted the Branding, Product Design Direction & Marketing Strategy for 2 licensing nursery furniture lines with Barbie & Fisher-Price for the North American Market.

BURGER KING

Launched Burger King in Bangalore, India with a first-of-its-kind Fintech idea that involved partnering a Digital Payment Gateway to get people to pre-book burgers online (sold out in less than 24 hours).

Dream On Me | évolur

Crafted & scaled the Branding, Packaging & Marketing for 2 of the largest North-American nursery furniture brands – Dream On Me & Evolur.

Samsonite

Crafted an award-winning, never-been-done-before Influencer Marketing campaign for Samsonite, partnering some of India's biggest celebs & names.

hannah & sophia

Launched an exciting Baby & Nursery soft goods (Diaper Bags & Beddings) brand in North America – Hannah & Sophia.

Tailz

Created, named & built a pet brand – TailZzz – for the North American region, from Product, Name & Brand Strategy to Marketing, Creative Retail Branding & Launch Strategy.

ARROW USA·1851

Got kids to break gender stereotypes as part of a Social Experiment for fashion brand ARROW.

Conducted Creative & Digital Mktg. boot camps for leading agencies & brand-side teams in the APAC and North American regions.

THE JOURNEY

The D.O.M. Family | *2021 - 2023*
Director of Strategy & Communication (Consultant)

The D.O.M. Family is a 30+ year, $100 Mn+ U.S. based company that manufactures and sells nursery furniture and baby products across the North American region with 5 brands under it. Some of my responsibilities & achievements:

- **Lead the Digital, Branding, Communication, Product Dev. (project basis), Integrated & Product Marketing, and Creative Business Expansion strategy** initiatives for the **U.S. & Canadian markets**.
- **Led Marketing and Brand Strategy initiatives** that contributed to the primary **revenue growth from ~$50M to ~$110M in one year**.
- **Developed & launched the company's pet brand - TailZzz** - from Name & Brand Strategy to Launch & Integrated Marketing strategy, including the website making it the **company's first DTC portal**.
- **Launched & developed** the Branding, Packaging Direction, Marketing & Communication direction for the **company's soft goods brand - Hannah & Sophia** (Diaper Bags, Beddings & Apparel).
- **Product Design** Innovation, **Branding, Marketing, Packaging** Design Direction and **Creative Strategy** for Licensing partnerships with Mattel's **Fisher-Price and Barbie**.
- **Introduced a creator-driven & UGC-focused marketing approach** & launched the brands on **TikTok**, creating instant **organic virality** for the Dream On Me Coast Rider stroller with over **20 million views & 1000s of consumer content.**
- **Drove the business' first Email Marketing Strategy** to a database of **over 100,000 users,** taking the average **open rate from 0.1 % to over 15% in less than 30 days.**
- **Lead Enfamil (U.S. & Canada) Co-marketing partnerships** with the company's flagship brands.
- **Tailored communication strategies** that **helped grow** the primary brands' **Instagram** accounts - Evolur by **+82%** & Dream On Me by **+95%.**
- Developed the **official YouTube strategy**, taking the brand to **500 subscribers in under 2 months, organically.**
- **Built a robust in-house Creative Marketing team** & put in place a team expansion strategy. Also **mentored cross-functional teams** in Marketing, Creative & Retail.
- **Spearheaded all Branding efforts** for new brands, & **rebranding efforts** for legacy portfolio brands.
- **Crafted Marketing, Brand & Communication Strategies** for partnerships like **The Ellen Show, Prego Expo,** and more.
- Drove the **Brand & Creative Strategy (Content & Design) across touch-points like Digital, Social Media, Retail, Websites, Advertising Email, Blogs & offline collateral** for all portfolio brands, including new product/collection name & brand development..
- **Lead Retail Content, Marketing & Creative Development for portals** like Amazon, Walmart, Wayfair, Target and BuyBuyBaby, including **Amazon storefronts, A+s, Advertising & Integrated Co-marketing Campaigns for new launches.**
- **Business & Cross-brand Expansion** - new Market opportunities & Brand Strategy, Licensing partnerships, overall Brand Growth.
- **Enabled seamless integration of Brand & Creative Communication Strategy** across functions & touch-points like Marketing & Retail.
- **Conducted tailored, high-scale Digital & Creative immersion boot camps** for the Marketing team that translated into real-time cross-functional growth.
- Crafted the **organization's PR Strategy & oversaw external agency liaisons** for all brands.
- Launched & sustained **Corporate Communications, Internal Communications & Employee Engagement** Strategies.

AutumnGrey (Grey Group) | *2014 - 2019*
Creative & Digital Strategy Lead | *2019*
Creative Director | *2017-2019*
Copy Director | *2014-2017*

- **Crafted & executed 360-degree Digital campaigns** for India's largest brands, spanning industries.
- **Actively led business development projects** from strategy to collaboration and finally, output in **India & International markets.**
- **Led, scaled & mentored Creative & Strategy teams** across Bangalore & Mumbai, India.
- **Drove & conducted Digital immersions, boot camps & transformations** for pan India clients, and international businesses/agencies in the **APAC region**.
- **Steered and partnered creative teams** from campaign inception to execution.
- **Partnered Social Listening & Analytics teams to cull data-driven insights** & learnings to support strategies & identify key marketing opportunities.
- Drove **new business creative strategies** across industries with cross-functional teams across Client Servicing, Creative & Data Analytics.
- Identified **Digital touchpoints and Brand way-aheads** across platforms.
- Created **Hero, Hub and Hygiene campaigns** for brands across industries from concept to execution.
- Supported & expanded capabilities for the **ORM (Online Reputation Management)** wing.
- Partnered Business Development teams to **front-end client relationships** to better develop **strategic and creative output.**

Ogilvy & Mather | *2013 - 2014*
Copywriter

IndiEarth | *2013-2014*
Freelance Music Journalist

Associated Advertising | *2011 - 2013*
Copywriter

The Otherside | *2010 - 2011*
Copywriter & Visualizer

Few more of the ^Brands I've Partnered

Windows, freecharge, Herbal Essences bio:renew, Gillette, Raymond, Shoppers Stop, American Tourister, Sunkist, Big Bazaar, Trends, Lenovo, Rugsh

Areas of Expertise

- Brand Building & Strategy
- Digital, Integrated & Creative Marketing
- Multi-disciplinary Creative Leadership
- Insight & Idea Development
- Creative Retail Marketing
- Communication Strategy
- Platform Strategy
- Product Marketing

Industries

- PETS / PETCONOMY
- BABY & NURSERY
- TRAVEL GOODS
- FASHION
- BEAUTY
- FMCG
- TECHNOLOGY

I'm a Brand, Creative & Communication Strategy Consultant & Fractional Creative Leader with a focus on Omnichannel & Integrated Marketing, spanning industries in regions like India & North America.

My passion lies in partnering brands to find their unique voice & get heard.

I help businesses decode & utilize multi-media platforms and channels to tell their brands' stories in a way that helps them connect with their ideal audience & create business impact, with a key focus on the Digital landscape.

I also partner businesses to build/scale their In-house Creative Marketing teams & mentor budding marketers navigate the world of Branding, Creative Strategy, Copywriting & Digital Marketing.

My Properties

Click to explore

- *Branding, Marketing & Creative Strategy videos*
- *Brand Design, Digital Art & Illustrations*
- *Poetry & Prose*
- *Art, Poetry, Animation, Design*