# **15** YEARS

of crafting brand stories

# 100+

# Multi

**Brands** partnered

Industry, Region & Medium 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

in/noopurvasuraj

**2018 LIGHTHOUSE INSIGHTS** 

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

#### AWARDS & RECOGNITION 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**



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.



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

### Samsonite

Crafted an awardwinning, never-beendone-before Influencer Marketing campaign for Samsonite, partnering some of India's biggest celebs & names.



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

Launched Burger King in Bangalore, India with a firstof-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).



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



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



**Creative & Digital** Mktg. boot camps for leading agencies & brandside 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 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.
- camps for the Marketing team that translated into real-time crossfunctional growth.

• Conducted tailored, high-scale Digital & Creative immersion boot

- 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 • 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 crossfunctional teams across Client Servicing, Creative & Data Analytics. • Identified **Digital touchpoints and Brand way-aheads** across
- 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.

Copywriter

Ogilvy & Mather | 2013 - 2014

IndiEarth | 2013-2014 **Freelance Music Journalist** 

Copywriter

platforms.

Associated Advertising | 2011 - 2013

The Otherside | 2010 - 2011 **Copywriter & Visualizer** 

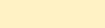
### Few more of the **Brands** I've Partnered



Windows







Sunkist

**Gillette** 





Shoppers Stop







Areas of **Expertise** 

Multi-

Creative

Leadership

Insight disciplinary & Idea



**Brand** 

**Building &** 

Strategy





Digital,

**Integrated &** 

Creative

Marketing

**Platform Strategy** 



Marketing

**Industries** 







**TRAVEL GOODS** 









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

I'm a Brand, Creative & Communication

their unique voice & get heard. I help businesses decode & utilize multi-

media platforms and channels to tell their

My passion lies in partnering brands to find

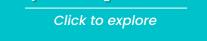
brands' stories in a way that helps them connect with their ideal audience & create business impact, with a key focus on the Digital landscape. I also partner businesses to build/scale their

In-house Creative Marketing teams & mentor

budding marketers navigate the world of

Branding, Creative Strategy, Copywriting & Digital Marketing. Hello







Poetry & Prose



Art, Poetry, Animation, Design