

15 YEARS

of crafting brand stories

100+

Brands
partnered

Multi

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](#)

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.



évolur
evolving with your baby

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.



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



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

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).

ARROW
U.S.A. 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**



Gillette

raymond

SHOPPERS STOP

AMERICAN TOURISTER
SINCE 1923

Sunkist

BIG BAZAAR

 **TRENDS**

Lenovo

RUOSH

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

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Strategy Consultant & Fractional Creative
Leader with a focus on Omnichannel &
Integrated Marketing, spanning industries in
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My passion lies in partnering brands to find
their unique voice & get heard.

I help businesses decode & utilize multi-
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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!

My Properties

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**Branding, Marketing
& Creative Strategy
videos**



**Brand Design, Digital
Art & Illustrations**



Poetry & Prose



**Art, Poetry,
Animation, Design**