

MANVI KAPOOR

Senior Brand & Marketing Strategist



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ABOUT

Senior Brand and Marketing Strategist with 9+ years of experience leading content creation, brand strategy, and full-funnel campaign execution. Delivered results for consumer tech, FMCG, energy, fintech, and retail clients in India and the Middle East for brands including **Samsung**, **TotalEnergies**, **P&G**, **Asian Paints**, **Garnier**, and **Policybazaar AE**. Scaled agency billings through high-value pitch wins and experiential activations, consistently expanding client portfolios and agency revenue.

KEY ACHIEVEMENTS

- Led the **strategy, scriptwriting, production, and on-set execution** of a topical DVC campaign for **Reliance Fresh** that earned **multiple national creative awards**.
- Repositioned **SanDisk iXpand** for urban millennials through campaigns across **Facebook, Instagram, YouTube, and paid digital media**, increasing audience engagement by **30%** against previous campaign benchmarks.
- Spearheaded **end-to-end pitch** and business development strategy that secured high-value digital mandates for **Lenovo** and **Mpower Minds**, contributing to a **15% year-on-year increase in regional agency billings**.
- Developed an integrated digital strategy for **Linen Club**, using audience segmentation and tailored content to increase **top-of-mind awareness by 25%** while strengthening **regional Share of Voice (SOV)**.

EXPERIENCE

GROUP HEAD, STRATEGY *Storm Communications*

Jan 2022 – Present

Concurrent remote leadership role (Dubai)/India

- Spearheaded integrated omnichannel campaigns for Asian Paints ezyCR8 across key tier-1 and tier-2 cities, aligning strategic insights, creative direction, and cross-channel media planning.
- Developed annual marketing calendars and campaign roadmaps across digital, social media, influencer marketing, retail, experiential, and trade channels.
- Designed and executed experiential and in-store activations for Asian Paints Beautiful Homes Stores, driving increased seasonal footfall.
- Developed integrated campaign strategies for brands including Asian Paints, P&G, HUL, ACC, Nuvoco, Samsung, realme, and Skechers, adapting national brand narratives for regional audiences and local markets.
- Expanded agency revenue and client portfolio by pitching and converting digital mandates for Garnier, TotalEnergies, Mooving Energy, and Torrent Pharmaceuticals.
- Built and led a seven-member creative team across India and Nepal, streamlining campaign delivery through structured briefs, resource allocation, clear timelines, and regular creative reviews.

MARKETING CONSULTANT *Design Connexion LLC*

Jun 2025 – Feb 2026

Dubai, UAE

- Developed the positioning and content strategy for The Marketing Bytes, the agency's marketing podcast, and led two seasons end-to-end, from guest outreach and scriptwriting to production and post-production, strengthening the agency's visibility among regional business and marketing leaders.
- Directed the branded content and digital communication strategy for Policybazaar AE, overseeing creative positioning, senior stakeholder alignment, and end-to-end campaign governance.
- Pitched and secured new B2B podcast clients, generating a new B2B revenue stream for the agency while leading content strategy, scriptwriting, technical production, and promotional distribution.

FREELANCE DIGITAL MARKETING MANAGER *Giva Jewellery*

Jun 2020 – Dec 2021

New Delhi, India

- Led integrated digital marketing across social media, paid media, SEO, email marketing, and e-commerce, using performance insights to optimize audience targeting, channel mix, and advertising spend.
- Managed content strategy, social media calendars, campaign assets, and brand photoshoots from creative briefing and production through final delivery.
- Developed a corporate brand guidelines manual and coordinated digital, creative, and PR agencies to ensure timely execution, quality control, and brand consistency across channels.

- Led the influencer and social media strategy for the regional launch of the Samsung Galaxy S20 Series, including creator partnerships and social media activations.
- Revamped SugarFree India’s content strategy and brand communication, strengthening its social media voice, audience engagement, and category relevance.
- Identified high-value growth opportunities and spearheaded end-to-end pitch development to secure digital mandates for Mpower Minds and Lenovo, contributing to a 15% year-on-year increase in regional agency billings.

- Repositioned SanDisk iXpand for urban millennials through targeted campaigns across Facebook, Instagram, YouTube, and paid digital media, increasing audience engagement by 30% against previous campaign benchmarks.
- Led the strategy, scriptwriting, production, and on-set execution of a topical DVC campaign for Reliance Fresh that earned multiple national creative awards.
- Led the end-to-end strategic pitches for Pampers India and Marico, securing both accounts amid competition from leading network agencies. Subsequently managed social media content, campaign development, and execution for both brands, strengthening the agency’s regional FMCG portfolio.
- Developed an integrated digital strategy for Linen Club using audience segmentation and tailored content, delivering a 25% increase in top-of-mind awareness through pre- and post-campaign brand recall surveys and improving regional digital Share of Voice (SOV).

- Designed and executed platform-specific social strategies for 8+ brands across Twitter, Facebook, and Instagram.
- Managed content calendars, campaign analytics, and performance reporting using Hootsuite.
- Produced high-impact copy across brochures, websites, and digital advertising to build brand salience.

SKILLS & TOOLS

SKILLS

Brand Strategy & Positioning
Omnichannel Marketing
Experiential Marketing & Activations
Performance Marketing
Full-Funnel Content Strategy
Digital Analytics & Reporting
Team Leadership
Project Management
Budget Management & Campaign ROI
B2B Client Acquisition

DIGITAL & AI STACK

Meta Ads Manager
Google Ads
LinkedIn Campaign Manager
HubSpot
Google Analytics 4 (GA4)
SEMrush
Hootsuite · Sprout Social
ChatGPT · Claude · Perplexity
Midjourney · Runway · Base44 · Lovable

EDUCATION

MBA in Marketing Narsee Monjee Institute of Management Studies (NMIMS)	2020 – 2022
PG in Strategic Digital Marketing Great Lakes Institute of Management	2021
BA (Hons.) Political Science University of Delhi	2011 – 2014

CERTIFICATIONS

• Google Analytics Certification (Google)	2026
• Google AI Specialization (Google)	2026
• Display & Video 360 Certification (Google)	2026
• AI for Marketing (Emory University)	2026
• Performance Marketing Mentorship (GrowthSchool)	2023