

Amit K. Singh (Marketing, Branding & Communications)

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Profile

Highly creative Marketing Manager with a proven track record of designing and executing successful marketing and advertising campaigns that drive measurable business growth. A strategic thinker with a passion for brand storytelling, digital marketing, and audience engagement. Proven ability to manage end-to-end marketing campaigns, develop compelling content, and drive business growth through innovative solutions.

Experience

WAE Corp:

AVP - Marketing (May 2024 - Present)

- Develop and implement brand marketing strategies that align with company objectives, including brand positioning, market segmentation, and target audience identification.
- Ensure consistent and compelling brand messaging across digital, print, and events to maintain a cohesive brand identity.
- Oversee digital and traditional marketing efforts, utilizing social media, email marketing, PR, and advertising campaigns.
- Lead the brand marketing and communications team to foster collaboration and innovation.
- Define and monitor KPIs for brand campaigns, analyzing their effectiveness and optimizing performance.

FIITJEE:

Deputy General Manager - Marketing (April 2023 - Nov 2023)

- Led the development, management, and implementation of the company's content, branding, and digital communications strategies.
- Directed efforts to manage and elevate the company's brand image and reputation.
- Supervised digital marketing activities, staying updated on industry trends and best practices.
- Spearheaded the formation of a high-performing marketing team.
- Facilitated collaboration with cross-functional teams to align marketing initiatives.

Grip Invest

Manager - Social & Digital Branding (Sep 2022 - March 2023)

- Managed end-to-end social media campaigns, including conceptualization, ideation, and execution of video creatives, GIFs, and other engaging content.
- Developed strategies that resonate with the brand's identity across digital platforms.

- Spearheaded influencer marketing initiatives to enhance brand awareness across all digital channels.
- Optimized available resources to enhance campaign efficiency and maximize engagement with minimal expenditure.

Aakash BYJU'S

Senior Manager - Marketing (May 2020 - August 2022)

- Drafted compelling video scripts and conceptualized social media strategies to strengthen online presence.
- Developed marketing concepts across multiple platforms, including social channels, TVCs, and traditional marketing avenues.
- Collaborated with content writers, graphic designers, and video editors to craft engaging marketing materials.
- Started as an Assistant Manager and progressed through three promotions to Senior Manager by April 2022, showcasing strong leadership and marketing expertise.
- Contributed to marketing event planning and execution, driving engagement and audience reach.
- Integrated product updates into marketing narratives, enhancing customer interaction and retention.

LoanJugaadu.com:

Assistant Manager - Marketing (Nov 2016 - April 2020)

- Managed comprehensive marketing strategies, integrating expertise from Medisys and Digilanter.
- Developed and executed social media and branding campaigns across multiple platforms.
- Created engaging content, video creatives, and infographics to enhance brand identity.
- Led ATL & BTL marketing initiatives, ensuring consistency in brand communication.
- Conducted market research and consumer analysis to refine marketing strategies.
- Established strategic partnerships to increase outreach and brand awareness.

Education

- **Bachelors in Journalism & Mass Communication** - Galgotias University
- **Masters in Journalism & Mass Communication** - SVSU

Contact Information

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