

ADITI AJMERA

New Jersey • LinkedIn: [linkedin.com/in/aditijmerna](https://www.linkedin.com/in/aditijmerna) • Email: aditijmerna@gmail.com • Contact: +1(551)-344-1964

SUMMARY

Strategic marketing leader with 8+ years of experience bringing products to market, building brand narratives, and driving revenue through integrated campaigns. Now bringing that product-market instinct at a company where brand storytelling and commercial outcomes go hand in hand.

EXPERIENCE

Brand Strategy Consultant | *Independent / Freelance* Feb 2023 – Present

- Advise early-stage and purpose-driven brands on go-to-market positioning, content, and social media strategy
- Actively upskilling: Completed certifications in Product Management by Wharton Exec Education, Project Management (Google), Generative AI & AI Essentials (Google), and AI productivity tools

Senior Marketing Manager | *HarperCollins India* Nov 2022 – Jan 2023

- Defined and executed the full launch marketing and PR strategy for a non-fiction title, driving a 40%+ increase in pre-launch visibility through earned media and strategic editorial partnerships
- Landed the title in Amazon India's Top 10 Bestsellers within two weeks of launch - a direct result of coordinated positioning, influencer seeding, and media timing

Senior Manager, Brand Solutions & Ad Partnerships | *LBB, acquired by Nykaa* Jul 2017 – Jul 2022

- Owned the commercial product for LBB's branded content offering — defining how it was packaged, positioned, and sold to brand advertisers across lifestyle, F&B, entertainment, and consumer tech categories - achieving a 60%+ proposal win rate across a portfolio worth INR 20 Mn+
- Led partnerships with Mondelez, Netflix, Amazon Prime Video, LEGO, Diageo, Pernod Ricard, Adidas, Samsung, Marriott, Philips, AB InBev, Yardley London, Kokoyu Camlin and more - managing relationships from discovery through renewal
- Led a team of 6 brand solutions specialists that drove 60% of LBB's total 2021-22 Ad sales revenue
- Served as project lead for Diageo's Raising The Bar campaign (INR 10 Mn) - coordinating 55 influencers, 100 videos, across 10 cities, generating 40 Mn+ video views and 100 Mn+ impressions. Project lead for Adidas #WeRepresent campaign — won Gold at BuzzIn Content Awards 2020
- Secured 100% client retention for LEGO India and DIAGEO across multiple product launch campaigns, turning a single brief into a long-term platform partnership
- Identified and launched two new platform products - LBB's first virtual concert series (created a new upsell vehicle for the ad sales team) and LBB's Clubhouse channel (grew to #5 in top 10 DTC clubs in under 2 months)
- Built a standardised campaign reporting framework that reduced reporting time by 40% and improved team productivity by 25% through data-driven workflows

Sr. Executive, Brand Strategy & Social Media | *RepIndia* Feb 2016 – Apr 2017

- Crafted go-to-market proposals and wrote social media content for Reliance Group, Fratelli Wines, and hospitality brands - managing end-to-end campaign execution

SKILLS

GTM Strategy: Positioning, Audience Segmentation, Campaign Performance Measurement, Client Insights & Research

Execution: Content Strategy, Influencer Marketing, Brand Partnerships, SM Strategy, Performance & Events Marketing

Tools: Excel, Claude AI, ChatGPT, Lovable, Gemini, PowerPoint, Meta Dashboard, CMS platforms, Canva, CapCut

Soft skills: Cross-functional Collaboration, Stakeholder Management, Team Leadership (6 direct reports), Presentation & Pitching

EDUCATION

Product Management and Strategy - Wharton Executive Education (2026)

MA Marketing Communications - Middlesex University, London (2014–2015)

B.Com Honours, Marketing & Finance - Kamala Nehru College, Delhi University (2010–2013)

CERTIFICATIONS: Google Project Management Certificate | Google AI Essentials | Generative AI Learning Path (Google)