

ANURAG VAIDYA

Associate Account Director & Full-Stack Marketer — Brand Strategy, Social Media & Marketing Campaigns

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PROFESSIONAL SUMMARY

Anurag is a marketing consultant and brand strategist with 8+ years of experience leading integrated campaigns across social media, brand management, and performance marketing. He has generated over 160 million campaign impressions at TVA, driving brand affinity for Flipkart Mobiles, and currently manages a multi-crore client portfolio spanning aviation, healthcare, steel, and lifestyle brands at Albatrot. He holds an MBA in Operations and Supply Chain Management from Liverpool John Moores University and brings a data-driven approach to campaign strategy and execution.

KEY COMPETENCIES

Brand Strategy • Influencer/Creator Marketing • Campaign Management • GTM Strategy & Execution • Cross Team Collaborations • Data-driven Strategic Planning • Google Ads • Budget Management & Forecasting

PROFESSIONAL EXPERIENCE

Albatrot | Associate Account Director

Jan 2026 – Aug 2026

- Onboarded MUFTI as a client individually on a INR 5.75 lakh monthly retainer for FY 26-27.
- Achieved ₹2 crore business revenue target through upselling services to existing clients.
- Delivered a collective Earned Media Value (EMV) of ₹30+ crore across brands.
- Reduced campaign execution turnaround time by 30% through process and workflow improvements.
- Led pre-IPO marketing efforts for NephroPlus, including full ownership of the brand's social media channels.
- Supported an AI and creator-led campaign for Lufthansa, generating 24M+ reach, 33M+ impressions, and 1.4M engagements.
- Spearhead brand strategy for a diverse client roster: Lufthansa, Air India, Tata Steel Aashiyana, Tata Tiscon, MUFTI, NephroPlus, Safratti, and Saiyarti.
- Achieved INR 27+ Cr GMV for Tata Structura (a sub-brand under Tata Steel Aashiyana) through digital and offline ad sales in July 2026.
- Achieved INR 12 Cr in digital ad sales through "Fab Friday Flash Sale" for Tata Steel Aashiyana in February 2025.

Senior Brand Manager — Albatrot

Aug 2024 – Dec 2025

Marketing Consultant — Freelance

Mar 2024 – Aug 2024

TVA | Brand Solutions Associate

Dec 2022 – Mar 2024

- Led conceptualization and strategic planning — including UI/UX direction and creative strategy — for the WOW Deal platform for Flipkart Mobiles.
- Ran launch campaigns for Flipkart's smartphone category across Samsung, realme, Infinix, Oppo, and Nothing.
- Built 15+ strategic models to strengthen Flipkart Mobiles' brand affinity.
- Developed a WhatsApp chatbot for TVA's studios business, cutting lead-generation cost by 70%.
- Provided creative direction and supervision on 200+ performance and marketing assets across Flipkart, 99acres, and Instagram (@unbox__electronics).
- Achieved INR 1.25Cr revenue for the organization. ~50% over target revenue of INR 60 lakhs.
- Onboarded 99acres as a new client to the organization on a project based consignment at ~INR 1 lakh per month.
- Achieved site and app-wide adoption of "WOW Deal/Price" pricing strategy for Flipkart Mobiles. Now adopted across the entire product range on Flipkart.
- Achievement:** Conceptualized and executed a CGI campaign for Flipkart's WOW Deal that generated ₹20+ crore in EMV and 160M+ impressions.

Boston Consulting Group (BCG) | Knowledge Management Specialist

Jun 2021 – Oct 2022

- Supported the People & Organization, Operations, and Energy practices within the Knowledge Management and Curation team.
- Codified and curated knowledge documents and case data through research and analytics for use by consultants, project leaders, and partners on ongoing and future engagements.
- Codified 1,000+ cases and curated 75+ knowledge documents.

NCR Corporation | Regional Operations Executive

Jul 2020 – Dec 2020

- Handled daily operations, fraud detection and data analysis for 200+ ATMs and POS across India on deputation to Union Bank of India under NCR Corporation.
- Processed 100+ transaction discrepancies per day, maintaining an efficiency percentage of ~87%.

Housewise | Lead Coordinator, Property Management & Operations

Oct 2019 – Dec 2019

- Managed end-to-end operations for three NRI-owned properties, including tenant move-in/move-out, agreement drafting, and notarization.

ReDesyn | Designer Acquisitions & Marketing Manager

Apr 2019 – Jul 2019

- Resolved designer queries and managed the existing designer community; sourced new designers based on market trends.
- Owned quality checks and dispatch of daily priority orders, and handled customer query resolution.

Category Manager — ReDesyn

Jul 2016 – Jun 2017

- Helped grow the bomber jacket and shirts collection under the brand.
- Coordinated on-ground sales and operations for pop-up stores and flea markets across Mumbai.

Community Manager — ReDesyn

Jul 2015 – Jun 2016

- Helped increase audience engagement across social media channels.
- Conducted research and analysis on brand identity and customer sentiment for the brand.

PLATFORMS AND TOOLS UTILIZED

Advertising: Google Ads, Meta Ads Manager

Analytics: Google Analytics

Reporting: Microsoft Excel, PowerPoint / Google Slides

Generative AI: Google Flow, Gemini, Claude

Others: Plaky, Slack, Canva, Adobe Illustrator

EDUCATION

Liverpool John Moores University

Jul 2021 – Jun 2022

Master of Business Administration (MBA) — Operations and Supply Chain Management

Institute of Management Technology, Ghaziabad

Aug 2020 – Jul 2021

Postgraduate Program in Management — Operations and Supply Chain

The NorthCap University

Jul 2017 – Jun 2020

Bachelor of Business Administration (BBA) — Marketing / Marketing Management, General

CERTIFICATIONS

- Change Management Bronze Certification — Boston Consulting Group (BCG)
- Life Advisor License — Kotak Life Insurance