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PRIYANKA SINGH

Brand Strategist

Results-driven professional seeking challenging market conditions to achieve organizational and individual goals. Known for setting high standards, adept at problem-solving and adapting to changing environments, and continuously seeking growth opportunities to contribute effectively.

ACADEMIC EXPERIENCE

- Confederation College, Canada (2023) P.G.D.M.(Graduation in Digital Marketing & Marketing Analytics)
- Mumbai University (2015) M.Com (Marketing)
- Mumbai University (2014) M.M.S (Marketing)
- Mumbai University (2011) B.M.S

CONTACT

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📍 Canada

CERTIFICATIONS

- 35+ Certifications in Marketing and Business Administration

PROFESSIONAL EXPERIENCE

● TARGET | Project Manager (Social Media Marketing) *Feb, 2022 - April, 2022*

- Managed end-to-end creative campaigns, facilitating project execution and operation with cross-functional teams in the US and India.
- Acted as a single point of contact between US Client Management and Target in India, overseeing concept to activation phase, coordinating resources, and ensuring seamless communication and transition of campaign creatives.

● RELIANCE DIGITAL, MY JIO STORE, SHARP & BPL | Assistant Brand Manager

June, 2017 - Feb, 2022

- Developed and executed tactical, festive, and 'Big Day' campaigns for Reliance Digital and My Jio Store, ensuring brand awareness and profitability within budget and timeline.
- Managed communications and media actions across various channels, organized high-profile events, analyzed campaign success, and implemented the 'DIGITAL V.M.' project across multiple Reliance Digital and My Jio Stores.

BPL & Sharp

- Demonstrated exceptional leadership skills and strategic acumen by spearheading the relaunch of BPL, a renowned and time-honored brand in India, on behalf of the marketing team. Oversaw the entire process from conceptualization to market implementation, playing a pivotal role in revitalizing the brand's presence and success.
- Developed style guides, brand guidelines, and long-term brand vision for SHARP and BPL private label brands.
- Ensured alignment with market trends and competition, coordinating with product teams and agencies to create packaging, brand assets, and promotional campaigns for over 400 BPL products. Led end-to-end launch campaigns and promotional activities for BPL.

PROFESSIONAL STRENGTHS

- Project Management
- Strategic Thinking
- Communication & Collaboration
- Financial & Operational Acumen
- Adaptability
- Learning Agility

LANGUAGES

- English (Proficient)
- Hindi (Proficient)
- Marathi (Proficient)

INTERESTS

- Travelling
- Dancing
- Exploring Local Cuisines
- Adventure Sports

● OGILVY AND MATHER | Account Executive

May, 2016 - June, 2017

Brand: Vodafone and M-Pesa

- Managed 360-degree campaigns for Vodafone, including the popular ZooZoo campaign (2016-17), Retail Templates and Vodafone RED. Monitored internal releases, tracked market and competitor activities, and ensured financial hygiene, clear communication, and positive stakeholder relationships for a harmonious working environment.
- Contributed to ideation for Vodafone Payments Bank and retail pieces for ongoing and upcoming offers. Led end-to-end post-demonetization M-Pesa campaigns, promoted financial integrity, facilitated effective communication, and nurtured team relationships for overall project success.
- Facilitated the submission of Vodafone's Guinness World Record-holding campaign 'Supernet Launch' to the prestigious Cannes Lions International Festival of Creativity, resulting in its subsequent shortlisting for potential nominations. Contributed to the creation of 2016 Effie case studies and developed impactful audiovisuals for internal conferences.

● CONTRACT ADVERTISING | Account Executive

April, 2015 - May, 2016

- Successfully managed 360-degree campaigns for Cadbury Celebrations during Eid, Rakhi, and Diwali, including packaging designs, Effie case studies, and 'The Fearless Marketing Awards'. (Cadbury Celebrations, April 2015 - April 2016)
- Implemented effective planning and operations, ensuring timely delivery, understanding of competitors' behavior, and maintaining strong client relationships with a professional approach aligned with business objectives. (Edelweiss, April 2015 - April 2016)
- Led comprehensive communication for the 'Adarsh' campaign, covering all aspects of the brand's 360-degree strategy, showcasing strategic thinking and business acumen. (Max Get More - Loylty Rewardz, Sep 2015 - Dec 2015)
- Participated in high-profile pitches for Mumbai Airport - T2 Terminal, Lupin's Softovac, and Shopper's Stop's 'Loyalty Rewards Programme', demonstrating expertise in strategic planning and brand positioning.

● LOWE LINTAS AND PARTNERS | Intern

Oct, 2014 - April, 2015

Brand: UltraTech Cement, Birla White & Faasos

- Managed end-to-end campaigns for brands such as UltraTech's 'Build Beautiful,' Birla White's 'Keshav Kutti,' and Faasos' 'Aaj khane mein kya hai?' while ensuring seamless financial and operational hygiene, including meticulous data archiving.

Starting September 2023, I'll be ready to work and open to relocating anywhere within Canada.