

SUSHIT KUMAR MANDAL

Brand Strategy Lead · Product Marketing Lead

Creative Strategy Director · Marketing Strategy Lead

Odisha, India · **8810251630** · smandal3@gmail.com · www.sushitkumar.com

Strategic marketing professional with 10+ years of experience driving brand growth, demand generation, and integrated marketing strategy across automotive, industrial, and consumer brands. Proven ability to translate complex product propositions into compelling market narratives and measurable campaign performance.

CORE COMPETENCIES

Product Marketing · Demand Generation · Go-To-Market Strategy · Integrated Marketing Communications (IMC) · B2B Marketing · B2C Marketing · Brand Positioning · Digital Marketing Strategy · Content Strategy · Performance Marketing · Marketing Automation · Customer Journey Mapping

ENTREPRENEURIAL EXPERIENCE

Founder and Creative Strategy Lead | [Kumar Web Ventures](#) | 2023 - Present

- Leading brand vision, strategy, and creative direction across initiatives including *BlurbSlurb*, *Glitchydots*, *Purple Conch eTail* and *Tees by Glitchydots* worldwide (WIP).
- Developing brand strategy, creative concepts, and digital marketing initiatives.
- Building scalable digital brand experiences by applying storytelling, design thinking, and performance-driven frameworks.

Skills: Branding · Creative Direction · Brand Strategy · Storytelling · Digital Marketing Strategy · Design Thinking · Canva · Google Ads · Search Engine Marketing (SEM)

PROFESSIONAL EXPERIENCE

Senior Creative Conceptualiser | [DIGITAS](#) (Publicis Groupe) | Gurgaon | 2017-2022

- Led integrated marketing strategy across industrial, automotive, and consumer durable brands including **LOCTITE**, **Orient Electric**, **Nissan**, and **Jeep**.
- Directed content strategy for Henkel LOCTITE's B2B demand generation campaign, contributing to ~2400M+ reach, 5M+ visits, 8.5K+ conversions, and ~20% CPL improvement through behaviour-shift messaging and full-funnel optimisation.
- Supported product marketing and repositioning initiatives through high-engagement seasonal campaigns.

Creative Conceptualiser | [Sapient Razorfish](#) | Gurgaon | 2017

- Worked on digital transformation and experience-led marketing initiatives for brands such as **Hewlett-Packard**, **Jeep**, and **Henkel**.
- Contributed to digital-first campaigns, structured content frameworks, and platform-specific messaging aligned with evolving consumer journeys.
- Collaborated with strategy, design, and media teams to deliver performance-aware creative solutions across integrated digital ecosystems.

Creative Supervisor | Chimp&z Inc | Gurgaon | 2017

- Supervised multi-channel digital campaigns for FMCG and sports brands including **Hamdard Laboratories** (RoohAfza, Safi, Jigreen) and **Delhi Daredevils**.
- Led day-to-day creative execution, ensuring brand consistency across social and performance platforms while aligning messaging with campaign objectives.
- Collaborated with design and media teams to deliver timely, performance-aware digital communication.

Digital Creative Strategist | DIGIVAASI | New Delhi | 2014-2016

- Led digital strategy and campaign planning across multiple brand portfolios, translating business objectives into insight-led communication frameworks and performance-aligned campaign roadmaps.
- Worked closely with clients to identify marketing challenges, unlock digital growth opportunities, and deliver campaigns focused on engagement and brand positioning.
- Led copy and content development for brands including **OLX, Kurkure, SpiceJet, Spawake, and EMC**, ensuring tonal consistency and effective messaging.

Senior Copywriter / Copywriter | Creative Info Graphics | Noida | 2011 - 2014

- Contributed to integrated BTL and digital marketing initiatives across consumer and financial sectors, supporting campaign planning, brand storytelling, and multi-channel execution.
- Developed communication concepts for campaigns across FMCG, BFSI, education, and technology brands including **PepsiCo** (Pepsi, Lays, Mountain Dew), **AkzoNobel, IndusInd Bank, Religare, and HCL Technologies**.

EDUCATION

MBA - Marketing | CITE, Bhubaneswar | 2011

PGACM - Advertising & Communication | National Institute of Advertising, Noida | 2012

Bachelor of Fine Arts (Part-Time) - Pracheen Kala Kendra, Chandigarh | 2009

Bachelor of Commerce - North Orissa University | 2008

PERSONAL INTERESTS

Storytelling & Scriptwriting - Developing narrative-driven concepts and long-form creative ideas

Technology & Digital Culture - Following emerging tech trends and digital innovation

3D Printing & Prototyping - Exploring rapid prototyping and product experimentation

Content Creation - Creating concept-driven digital and visual content

Photography & Visual Design - Practicing visual storytelling and creative composition

Motorcycling & Travel - Long-distance riding and cultural exploration

ADDITIONAL INFORMATION

Nationality: Indian

Languages: English, Hindi, Odia

Website: www.sushitkumar.com

LinkedIn Profile: www.linkedin.com/in/sushitkumar