

PRIYANSHI SINGHAL

Brand Marketing Manager | Experiential Marketing | Campaign & Consumer Engagement

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PROFILE

Brand and Marketing professional with **6+ years of experience leading integrated marketing campaigns, brand activations, and consumer engagement initiatives** across FMCG, lifestyle, and technology brands. Proven ability to **plan and execute large-scale campaigns, manage cross-functional teams, and deliver high-impact brand experiences across digital and offline channels.**

Experienced in **experiential marketing, brand partnerships, campaign storytelling, and multi-channel activations**, collaborating with media, PR, creative, and commercial teams to strengthen brand visibility and consumer connection.

Delivered **100+ brand campaigns**, managed **35+ cross-functional team members**, and supported brand growth through **strategic campaign execution and integrated marketing programs.**

Brand Marketing Strategy | Experiential Marketing & Brand Activations | Integrated Marketing Campaigns | Consumer Engagement & Brand Experiences | Campaign Planning & Execution | Brand Partnerships & Sponsorships | Cross-Functional Team Leadership | Stakeholder & Agency Management | Integrated Media & Social Campaigns | Product & Brand Launches | Project & Campaign Management | **Tools:** ClickUp | Monday.com | Notion | Slack | Asana | Google Workspace | Microsoft Office | Figma | Canva

PROFESSIONAL EXPERTISE

STRATEGY SODA - Marketing Project Manager | India

October 2020 – Present

Lead the planning and execution of integrated brand campaigns and marketing activations for consumer and technology brands.

Key Achievements & Responsibilities:

- Delivered **100+ integrated brand campaigns** across digital, experiential, and social marketing channels.
- Managed **large cross-functional teams (35+ members)** including creative, marketing, content, and production teams to deliver brand initiatives.
- Supported **brand activation strategies and campaign execution** for clients including **Haier, Hitachi, NEFT Vodka, Rockford, and Triveni Sugar.**
- Led campaign planning, timeline management, and coordination across design, development, and marketing teams.
- Collaborated with media and creative teams to create **integrated brand storytelling across owned, and paid channels.**
- Developed **structured campaign workflows and documentation systems** to streamline marketing execution.

GYAANKOOL - Project Consultant – AI Learning Platform Launch (A vertical of StrategySoda) | Remote

Jan 2024 – Present

Supported the launch of an **AI-powered education platform**, coordinating marketing initiatives and brand positioning.

Key Responsibilities:

- Managed **product launch planning and brand campaign execution** across marketing, design, and development teams.
- Built **campaign workflows, content strategies, and asset management systems** to ensure consistent brand communication.
- Coordinated cross-functional teams to ensure timely rollout of marketing initiatives.

MODI ILLVA - Assistant Manager – Marketing | Delhi

Dec 2022 - Mar 2023

Managed marketing initiatives for premium consumer brands across digital and offline channels.

Key Responsibilities :

- Coordinated **brand campaigns, product promotions, and consumer engagement initiatives.**
- Supported marketing activities across **retail partnerships, digital platforms, and brand communications.**
- Worked with agencies and internal teams to execute **brand marketing campaigns and promotional initiatives.**

BLUE SKY AGENCY- Junior Art Director | Atlanta, USA

Oct 2019- Aug 2020

Delivered creative and campaign assets for sports and lifestyle brands in a fast-paced agency environment.

- Delivered creative assets and campaign materials for sports and lifestyle brand campaigns.
- Collaborated with strategy and marketing teams to produce **integrated marketing and brand campaigns.**

EDUCATION

B.F.A. in Advertising – Savannah College of Art & Design (SCAD),

Atlanta Dean's List | Academic Honors & International Scholarships Project Management Professional (PMP) – PMTraining (2025)

CERTIFICATIONS

Project Management Professional (PMP) – In Progress

Internship | Blue Sky Agency, BauerHaus Creative | Hitachi- 2016 -2019