

Nisha Basudevan

+91 - 8802736193 | basudevan.nisha@gmail.com | Gurugram, India

SUMMARY

Strategic Brand Marketing Professional with 8.5+ years of experience in brand management, marketing communication, PR, and content strategy. Proven track record in crafting and executing integrated campaigns that enhance brand visibility and engagement while aligning messaging with business objectives. Skilled in driving brand growth through cross-functional collaboration, effective stakeholder management, and data-driven strategies. Expertise in leading projects, managing agency relationships, and creating compelling content across digital, social, and media channels.

CORE SKILLS

Brand Management, Marketing Communication, Content Creation & Strategy, Integrated Campaigns (ATL/BTL), Cross-Functional Leadership, Event Management & Sponsorships, Stakeholder Engagement, Social Media & Digital Marketing, Vendor & Design Collaboration, Public Relations & Media Outreach, Project Management & Execution

PROFESSIONAL EXPERIENCE

Brand & Marketing Consultant | Gurugram, India | Jun 2024 – Present

- Crafted a dynamic brand communication strategy for **Blanc**, boosting visibility and engagement across social and digital platforms.
- Led marketing campaigns for **MG Motor**'s Comet EV, achieving a 30% rise in consumer engagement while managing partnerships to ensure brand consistency.

Brand & Marketing Manager | BetterPlace | Gurugram, India | Feb 2022 - April 2024

- Drove 15% increase in user traffic for 'BetterPlace Money' through strategic, insights-driven campaigns.
- Increased brand visibility for 'gobetter' by 20% through effective collaboration with partners and data-driven messaging.
- Led market segmentation and positioning strategies to optimize brand relevance across key consumer segments.

Marketing Manager | Ola (ANI Technologies Pvt. Ltd) | Bangalore, India | Dec 2020 - Feb 2022

- Drove a 25% increase in customer engagement for Ola Financial Services through targeted digital campaigns.
- Collaborated with agencies to launch successful product campaigns by doing cohort segmentation resulting in increase in CTR to upto 2.5%
- Worked on PR for the OFS segment - Ek Naya Ola campaign

Brand Manager - Marketing | Karbonn Mobiles | New Delhi, India | July 2019 - Dec 2020

- Launched go-to-market strategies for 20+ new products, driving a quarter Million sales post 3 days of launch(for smartphone - Gionee Max) with a marketing budget of up to ₹70 lakhs.
- Increased consumer engagement and brand recognition by executing innovative campaigns across ATL, digital and traditional channels.

Assistant Manager - Brand Marketing | CARS24 | Gurugram, India | May 2018 - July 2019

- Led brand communication strategies and PR that increased visibility and engagement by 20% (Bye Bye drive Campaign)
- Managed multi-channel campaigns across digital, influencer, and traditional media to drive TOFU.

TOOLS

Branding & Marketing Tools: Canva, Clevertap, Moengage, Microsoft Office Suite, Google Suite
Content & Social Media Management: Google Analytics, Google Ads, Social Media Business Manager, Meltwater
Metric measurement Tools: MS Power BI, Tableau, MS Excel
AI Tools : Chatgpt, Perplexity, Gamma, Merlin, Suno, Pitch, SlideSpeak, deckrobot and 30+ more such tools

EDUCATION

Distance Learning Program | Wharton Online - Marketing Management | Jan 2020 - Dec 2020 | GPA: 88/100

MBA | National Institute of Fashion Technology | July. 2016 – May. 2018 | GPA: 8.7/10

B.Tech | Uttar Pradesh Technical University | July. 2010 – May. 2014 | GPA: 74/100