

DHWANIT N MADRASI

Marketing & Brand Strategy professional with experience in delivering ₹8.5Cr+ campaign outcomes in the FMCG, Publishing, and Entertainment industries. Specialised in Managing and executing consumer insight-driven growth, digital performance marketing, and brand positioning solutions.

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Branding Website: www.brandinginprogress.com

EDUCATION & QUALIFICATIONS

University of Warwick, MSc Marketing and Strategy

September 2025- September 2026

Modules include: Critical issues in Marketing, Marketing analysis, Strategic management, Sustainability marketing, Design Thinking, Digital strategy, agile transformation, Negotiation, Market Research

Institute of Management, Nirma University

BBA [Bachelor's in Business Administration]

September 2022-June 2025

Modules include: Marketing Management, International Business, Financial accounting, Economics, stats and data analysis (“DISTINCTION”)

WORK & LEADERSHIP EXPERIENCE

IMS GUJARAT, (Ahmedabad, India), *Digital Marketing Manager*

March 2025- September 2025

- Started their brand engagement activities by studying the consumer response and interaction over more than 10000 independent data points. Resulting in an average dashboard number of more than 25K per week.
- Contributed to achieving the benchmark of 2.5 million \$ revenue for the firm by delivering consumer-focused marketing content, concepts and campaigns
- Acted as the brand engagement manager for the CMO's core team during the formation of new brand campaigns, bringing in 5000 reactions within the first 24 hours.
- Responsible for the firm's social media presence by developing and refining a content strategy aligned with the performance matrix framework. Resulting in online enquiries of more than 300 per week.

ADARSH PRAKASHAN, (Ahmedabad, India), *Marketing Manager*

August 2023- Present

- Managed end-to-end marketing and strategic functions for the Ahmedabad International Book Fair (2024 and 2025). Resulting in a revenue of more than ₹300000 in less than a week on both occasions.
- Developed the firm's online presence through the analysis of sales and consumer insights, resulting in sustained online sales of over ₹10,000 per week.
- Developed and optimised the website content along with refreshing marketing materials to reflect brand consistency, audience engagement, resulting in more than 15K online followers and 1000+ interactions per week.

BRANDING IN PROGRESS (BIP), *Freelance Venture*

March 2025- Present

- Delivered brand and content strategy solutions for B2B clients across FMCG, Tech and Real Estate sectors.
- Designed engagement frameworks in collaboration with company directors, aligning brand positioning with growth objectives.

DHRUVATS MARKETING CONSULTANCY, (Ahmedabad, India), *Marketing Intern*,

May 2024- July 2024

- Directed the outdoor marketing for the Gujarati film “JHAMKUDI”. Leading to local revenue of more than ₹8.5Crore Indian rupees.
 - Coordinated the offline promotions of the movie by being the liaison between the movie, my firm and the on-ground partners to set up an offline marketing calendar in various cities.
 - Executed client meetings to understand client requirements and deliver their projects across various industries, from FMCG, Hotel management, to Real Estate.
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RESEARCH PROJECTS

- Warwick Dissertation Project (in progress) **2026**
- Impact of equated Monthly Instalments on the Purchase Behaviour of GenZ and Millennials in India **2025**
- Meme Marketing and its Impact on Changing Trends in Consumer Behaviour **2024**

SKILLS and CERTIFICATIONS

- Google Analytics
- META Marketing Analytics
- Brand Management: London Business School
- Market Research
- Marketing Strategy
- Sustainability Marketing