

Cross-functional leader & builder across agency, SaaS, startup & consulting. Known for bridging creative vision with commercial success for global conglomerates & D2C brands. Specializes in using marketing science to deliver across brand, consumer & creator strategy. Brings strategic conviction to define the brief & commercial instinct to defend it.

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Aakriti Birla

strategic full-stack
marketing leader

 aakriti-birla22/

 Jaipur, IN

WORK EXPERIENCE

Independent Research & Marketing Consultant

- Mar'25 – Present
- Engaged by 8+ brands across tech, entertainment, film, hospitality & D2C for targeted challenges in launch, research & positioning.
 - Partnered with giants like Amazon Pay on engagement strategies to drive penetration, and startups like Flaunt on behavioural research to shape product development.
 - Acted as a fractional lead for companies like Gush Beauty, Loco Bear & After Dark to shape identity & positioning.
 - Currently developing the social launch strategy for director Dibakar Banerjee's upcoming animated feature.

808 Associate Director — Strategy

- Mar'23 – Feb'25
- Owned commercial & strategic targets across the client lifecycle, leading teams from pitch to retention, serving as the lead voice across all touchpoints.
 - Shaped early-stage D2C brands including Oriflame, Rage Coffee & Mivi, developing foundational playbooks for identity, launch, channel & content.
 - Collaborated with the founders to build the agency's operational infrastructure, establishing workflows, briefing frameworks, reporting systems & internal/external communication protocols.

Schbang Group Solutions Manager

- Dec'21 – Feb'23
- Led an integrated team of 12 & a \$3M-portfolio spanning FMCG, aviation, pharma, beauty & transport.
 - Drove national-level GTM, including Akasa Air's social launch & Unilever's SKU extensions for Horlicks, Bru & Red Label.
 - Overhauled account operations by redesigning SOPs and building performance tracking systems that improved TAT, reduced churn & enabled upsell.

Creators Company Founder's Office – Alliances & Partnerships

- Jun'21 – Nov'21
- Pitched, negotiated & closed deals with brands including YouTube, Netflix, Amazon, IPL, Flipkart & Snapchat for creators like Elvish Yadav, Harsh Beniwal & Amit Bhadana to grow their combined \$10M portfolio.

Chakra BioTech UX Researcher

- Mar'20 – May'21
- Handled consumer research & usability studies to map user needs, journeys & interaction models that identified business opportunities & informed product direction.

LimeTray Account Manager

- Jul'18 – Feb'20
- Maintained 90%+ NRR & 14% churn for a roster including Tossin Pizza, Burger King Indonesia & NYC Pie, by increasing user stickiness & reversing client sentiment.

SKILLS

Strategy Brand Identity & Positioning
GTM Planning Campaign Management
Content Strategy Product Marketing
Market Research Behavioural Analysis
Strategic Planning Business Development
P&L Management

Growth & Performance Funnel Analysis
Influencer Marketing Retention Strategy
Performance Marketing

Management Stakeholder Management
Team Leadership & Mentorship
Cross-functional Collaboration

TOOLS

MarTech & Analytics
GA4, Google Ads, Meta Ads, Data Studio, R, SPSS, HubSpot, Salesforce, SEMrush, Social Listening, Advanced Excel

Design & Production
Adobe Photoshop, Adobe Illustrator, Figma, Premiere Pro, Final Cut Pro

Productivity & Collaboration
Notion, Slack, Asana, Google Workspace

AI Tools
ChatGPT, Claude, Gemini, Midjourney

EDUCATION

NMIMS BSc. Economics
Mumbai | 2018
GMIS IB Diploma + BSE
Jakarta | 2014
Google UX Design
Certificate | M1-M3

Also writes a neuromarketing newsletter, speaks fluent Indonesian, solves a rubik's cube in 75 seconds & wins at Texas Hold'em.