

TWINKLE GUPTA

Marketing Strategist Lead

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SUMMARY

Enthusiastic Marketing Strategist with 10+ years of experience across diverse industries, specializing in integrated online and offline marketing, creative strategy, branding and content development. Experienced in developing end-to-end marketing strategies that strengthen brand visibility, audience engagement and business growth.

ACADEMIC QUALIFICATIONS

Annamalai University, Chennai, Tamil Nadu. MBA in Human resources, marketing, and Operations	August 2021- September 2023
Talent shiksha (Awfis) , Connaught Place, New Delhi Global Studies in Branding & Marketing	May 2021
Pearson University, London Bachelor's in Visual Identity and Lifestyle Design	August 2015 - August 2018
New Holy International School (CBSE), Uttam Nagar 12th	May 2013-May 2014
10th	April 2011-April 2012

ADDITIONAL INFORMATION

- Technical Skills:** Brand Strategy & Positioning • Creative Marketing Campaigns • Brand Identity Development • Visual Branding & Design Systems • Logo, Packaging & Marketing Collateral Design • Social Media Creative Strategy • Content Planning & Campaign Execution • Requirement Analysis • Brand Guidelines & Consistency Management • Creative Direction • Adobe Creative Suite (Photoshop, Illustrator, InDesign, CorelDRAW) • Canva
- Languages:** English, Hindi

CERTIFICATIONS

- Content Marketing and SEO Fundamentals from SEMrush Academy.
- Blogging from E-Marketing Institute.
- Global Certificate in Digital Marketing Program - Talent Shiksha (Ministry of MSME, GOI)
- National Skill Development Corporation (NSDC Levels 5, 6, and 7) from the Ministry of Skill Development and Entrepreneurship.

WORK EXPERIENCE

Tanson Consulting LLP, Kentucky, US as a Marketing Strategist Lead	May 2025 - Present
- Develop and execute social media strategies primarily for LinkedIn and YouTube aligned with business and brand objectives. - Create monthly content plans, themes, formats and publishing calendars based on audience and business goals. - Manage LinkedIn content strategy focused on brand awareness, thought leadership, audience engagement and professional networking. - Develop YouTube content strategies including topics, formats, video concepts, titles, thumbnails and publishing plans. - Oversee overall digital marketing activities across relevant online platforms and communication channels. - Guide content creation, messaging and creative execution while maintaining consistent brand communication. - Monitor industry trends, competitor activity and audience interests to identify relevant content opportunities. - Track reach, impressions, engagement, follower growth, views and other key metrics and develop optimization strategies. - Plan and implement digital campaigns and initiatives to improve brand visibility, engagement and online presence. - Coordinate with internal teams and stakeholders to ensure timely execution of content, campaigns and online marketing initiatives. - Monitor digital performance, audience insights and trends to optimize content and improve overall online visibility. - Build a consistent digital presence and strengthen the brand's positioning across professional platforms. - Develop strategies to increase relevant professional connections, audience quality and potential business opportunities.	
Helperzz.com, Canada as a Marketing & Brand Strategist	October 2024 - May 2025
- Planned and executed overall online and offline marketing strategies aligned with business objectives. - Managed social media, website, online campaigns and digital brand communication.	

- Planned and executed overall online and offline marketing strategies aligned with business objectives.
- Managed social media, website, online campaigns and digital brand communication.
- Planned promotional activities, print campaigns, events, activations and local marketing initiatives.
- Developed content strategies, calendars and campaigns to improve brand awareness and engagement.
- Maintained consistent brand identity, messaging and communication across digital and offline touchpoints.
- Conceptualized marketing content, campaigns, creatives and promotional communication.
- Developed marketing initiatives to generate qualified leads and support business development activities.
- Executed location-based promotions, partnerships, events and customer engagement activities.
- Planned and managed brochures, flyers, banners, presentations, promotional materials and other brand assets.
- Monitored and optimized digital advertising campaigns to improve reach, engagement and conversions.
- Analysed market trends, competitor activities and customer behaviour to identify marketing opportunities.
- Developed initiatives to strengthen customer interaction, brand recall and community presence.
- Coordinated with sales, creative, operations and external vendors for smooth marketing execution.
- Tracked campaign performance and prepared insights to optimize future online and offline marketing activities.

Creative Imagin as a Creative Marketing Manager

January 2023 - September 2024

- Develop brand strategies, positioning and communication frameworks aligned with client objectives.
- Lead creative concepts, visual identity, storytelling and campaign development from ideation to execution.
- Manage client requirements, communication, timelines, resources and end-to-end project delivery.
- Plan and execute impactful digital, social media, print and offline marketing campaigns.
- Lead, mentor and coordinate designers, content teams and other creative resources to ensure quality output.
- Analyze market trends and audience insights, improve campaign effectiveness and identify opportunities for client growth.
- Conceptualize innovative campaign ideas that strengthen brand visibility and audience engagement.
- Develop content plans and creative communication across social media, digital and offline platforms.
- Establish and maintain consistent brand language, design systems and visual standards.
- Monitor industry trends, competitor activities and audience behaviour to identify creative opportunities.
- Review creative deliverables, streamline workflows and ensure projects are completed with high quality and within deadline.

Fortune Pharmaceuticals Pvt. Ltd. as a Assistant Creative Manager

March 2021 - December 2022

- Developed and executed creative branding strategies for pharmaceutical products, ensuring consistent brand identity across packaging, marketing, and promotional materials.
- Designed product packaging, labels, stickers, brochures, and other marketing collaterals using Adobe Photoshop, Adobe Illustrator, and CorelDRAW, while ensuring compliance with pharmaceutical regulations.
- Planned and created digital marketing creatives for social media, websites, email campaigns, and online advertisements to strengthen brand visibility and customer engagement.
- Collaborated with product, marketing, regulatory, and sales teams to develop compelling visual concepts and creative communication strategies that supported product launches and business objectives.
- Created impactful marketing content, campaign concepts, and visual storytelling that effectively communicated product benefits and enhanced brand positioning.
- Managed multiple creative projects from concept to execution, ensuring high-quality deliverables, timely completion, and adherence to brand guidelines while staying updated with design trends and digital marketing best practices.

Bionics Scientific Technologies Pvt. Ltd. as a Creative Marketing Executive

November 2019 - February 2021

- Planned and executed creative marketing campaigns for individual products, developing promotional concepts that supported product awareness and business growth.
- Created marketing content for websites, social media, brochures, email campaigns, and product promotions, ensuring clear and consistent brand communication.
- Developed product manuals, user guides, technical brochures, and instructional content by simplifying complex technical information into user-friendly documentation.
- Designed high-quality marketing assets, including product catalogs, flyers, banners, presentations, and digital creatives using Adobe Photoshop, Adobe Illustrator, and CorelDRAW.
- Worked independently to manage end-to-end creative projects—from ideation and content writing to design and final delivery while meeting deadlines and maintaining brand consistency.
- Collaborated with product, sales, and marketing teams to develop effective marketing strategies, product launch materials, and customer-focused campaigns that enhanced engagement and supported sales initiatives.

Seh Sankalp – Office of the Principal Scientific Adviser, Government of India

Event Designer & Visual Communication Specialist | Aug 2018 – Dec 2018

- Spearheaded the end-to-end visual communication and creative execution for a prestigious 3-day national government initiative under the Office of the Principal Scientific Adviser, Government of India.
- Conceptualized and developed a unified event branding system that effectively reflected the program's vision, objectives, and stakeholder expectations.
- Designed and delivered a comprehensive suite of event collaterals, including event agenda, brochures, lanyards, ID cards, standees, stage backdrops, signage, presentation templates, and other branding assets.
- Ensured a seamless and consistent visual identity across all print, on-ground, and digital communication touchpoints.
- Collaborated closely with government officials, event coordinators, and production vendors to ensure timely execution, brand consistency, and exceptional quality standards.
- Managed creative production workflows, artwork approvals, and print-ready deliverables while adhering to strict government timelines and compliance requirements.
- Contributed to creating a professional and engaging participant experience through impactful visual storytelling and strategic design execution.

National Institute for Micro Small and Medium Enterprises (ni-msme), An Organisation of the Ministry of MSME, Govt. of India (Hyderabad, Telangana)

Strategic Visual Communication Specialist | Aug 2018 – Dec 2018

- Conducted extensive field research and on-site observations across organized and unorganized sectors to understand operational workflows, user behavior, and systemic challenges.
- Synthesized qualitative and quantitative research findings to identify key gaps, opportunities, and areas for design-led innovation.
- Applied human-centered design and design thinking methodologies to transform research insights into practical, scalable, and user-focused solutions.
- Created comprehensive research reports, visual documentation, journey maps, process frameworks, and executive presentations to communicate findings effectively.
- Collaborated with cross-functional stakeholders, subject matter experts, and project teams to develop strategic communication frameworks and implementation recommendations.
- Facilitated insight-driven decision-making by presenting actionable recommendations supported by structured research, visual storytelling, and data-backed analysis.
- Contributed to improving stakeholder engagement and project outcomes through clear documentation, effective knowledge sharing, and solution-oriented communication.

National Skill Development Corporation (NSDC) Under Ministry of Skill Development and Entrepreneurship

Project Associate | Sep 2017 – Apr 2018

- Designed government communication materials (reports, handbooks, publications) aligned with NSDC standards
- Developed branding and visual identity for skill development initiatives (Level 5–7 frameworks)
- Translated complex frameworks into clear, structured visual formats for stakeholder communication
- Ensured consistency, quality, and timely delivery of creatives for national-level projects
- Designed and delivered strategic government communication assets and visual identities for national skill development initiatives, ensuring clarity, consistency, and stakeholder engagement.

Textile India 2017 – Ministry of Textiles, Govt. of India | AEPC

Event Designer & Visual Communication Lead | Jun 2017 – Jul 2017

- Led event branding and visual design for a large-scale national textile event
- Designed stage backdrops, collaterals, and communication materials
- Created fashion showcase presentations for AEPC
- Ensured consistent visual identity across print and digital platforms
- Collaborated with stakeholders for aligned and timely execution
- Select 38 more words to run Humanizer.