AJEETA UDHAN

BRAND & CREATIVE STRATEGIST
Mumbai, India , Open to Global Remote Opportunities
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SUMMARY

Brand & Creative Strategist with 3+ years of experience turning business objectives and cultural insights into brand positioning, integrated campaigns and organic content. Combines strategic judgement with hands-on creative expertise, leading projects from research and ideation through direction and execution. Experience spans strategic ownership of projects for global brands including Meta, Canva, and OpenAI.

SKILLS

STRATEGY: Brand Strategy & Positioning, Creative Strategy, Consumer & Cultural Insights, Market & Competitive Research, Integrated Campaign Strategy, GTM Strategy, Content & Social Strategy, Creator & Partnership Strategy, Brand Solutions

CONTENT & CREATIVE: Concept Development, Copywriting & Scriptwriting, Messaging & Storytelling, Creative Direction, Content Creation, Branded Content & IPs, Experiential Marketing, Host & On-Camera Talent, Video Editing

EXECUTION: Creative Briefing, Pitch Development & Presentation, Production, Client Servicing, Cross-functional Leadership, Project Management

PROFESSIONAL EXPERIENCE

Creative Strategist — Yuvaa | *Jan 2026 – Present*

- Lead creative strategies for integrated campaigns, branded IPs, social content and experiential activations.
- Turn business challenges and cultural insights into campaign territories, concepts, pitches and creative briefs.
- Manage cross-functional teams of 5-20+ members for 10+ live projects, working directly with clients from brief to launch.
- Oversee execution to ensure strategic alignment and production feasibility — for projects with budgets of up to $15,000.

Selected clients: Meta · Canva · Amazon Music · Excel Entertainment · Sunsilk · OpenAI · PVR INOX

Content Creator & Strategist — @ajeeta.pov | *Jun 2025 – Present*

- Create research-led content decoding brands, advertising, culture and AI, owning everything from insight and scripting to production and editing.
- Have generated 3M+ organic reach, including videos surpassing 1M+ views, and collaborated with Dove India and The Souled Store.

Brand & Creative Strategist — Sorted | *Sep 2025 – Jan 2026*

- Defined brand positioning, messaging and communication strategy for 15+ consumer brands across industries.
- Built content and social strategies with clear pillars, formats and creative direction.
- Created GTM, seasonal and integrated campaign strategies across digital and physical touchpoints.
- Translated consumer, category, competitor and cultural research to inform actionable recommendations and creative ideas.
- Independently managed client relationships and projects from discovery to delivery.

Selected clients: Wakao Khao · Blubein · The Full Circle · Brune & Bareskin · The Quad · Nandi Foods · Turbuster

Brand & Creative Strategist | Founder's Office — Trupath | *Aug 2023 – Aug 2025*

- Led brand development from zero to launch, shaping its positioning, story, identity and creative direction.
- Owned brand, content and communication across key consumer touchpoints.
- Contributed to GTM, product, pricing, sales and distribution planning while supporting launch execution across manufacturing, packaging and vendors.

Production Associate Intern — EndemolShine India | *Jun 2022 – Aug 2022*
Assisted as floor manager on a non-fiction show —Warrior Hunt for MX Player, coordinating on-set production across teams, schedules and day-to-day operations.

Client Servicing & Social Media Intern — F5 Weddings | *Oct 2021 – Dec 2021*
Supported client servicing, ideation, event execution and social content for large-scale weddings.

TOOLS

Creative: Canva, Adobe Premiere Pro, Final Cut Pro, Adobe Lightroom, CapCut, Instagram Edits
AI: ChatGPT, Claude, Gemini, Higgsfield, Perplexity, Midjourney, Figma
Productivity: Microsoft Office, Google Workspace, Notion, Slack

EDUCATION

BBA in Media & Communication — Tata Institute of Social Sciences [Whistling Woods International] | 2023
Valedictorian ; Gold Medalist ; GPA 8.1 ; 50% Merit Scholarship

A Levels — Economics · Business · Psychology | 2019
A* A* A ; Top of Stream