



I've spent the last decade in the world of advertising and design. Lived in the trenches of strategy and account management, side-by-side with research, creative, production and post-production teams. Usually been at the crossroads of "how do we make this work" and "how do we make this matter." playing my part in shaping brands and solving business problems.

Fluent in briefs. Always chasing the why. Finding where the problem and story lives by piecing together the insight, the idea, the craft and execution so it all lands. From big glossy campaigns that live on billboards and TV, to the kind of digital work that gets people clicking, sharing, and caring I've done it, at times led it, and love it.

EXPERIENCE

Consultant – Brand Strategy & Communication **Inkleak | January 2024 – Present**

A brand strategy and communications consultant building Inkleak. A consulting collective working with a group of brand builders, storytellers, strategy and creative consultants providing advertising and marketing communications for brands and start-up businesses. Through this time I have also been experimenting with generative AI and other AI automations learning how Artificial Intelligence is shaping the marketing communications and consumer engagement.

Consultant – Account Management & Strategy **Kakkoi Brand and Strategy | February 2023 – December 2024**

Led a cluster of businesses, client partnerships, new business pitches and strategic communication initiatives across integrated marketing projects. Worked closely with creative, content and production teams to deliver culturally relevant campaigns and brand experiences across digital, social and on-ground mediums. Managed end-to-end campaign development including strategic planning, creative briefing, execution and stakeholder alignment while ensuring seamless collaboration across departments and external partners.

Managed a business portfolio and campaign budgets ranging from 4L to 1.5Cr.

Brands: [Britannia BeYou](#); [Alankari Sarees](#); HoneyVeda; Japan Tourism pitch; Chalo pitch

Business Lead – Account Management **The Womb Communications | August 2021 – September 2022**

Led integrated brand campaigns across multiple client portfolios, overseeing strategy, market research, campaign development, production and execution. Partnered closely with internal creative and strategy teams to deliver integrated marketing solutions across ATL, digital and social channels.

Managed a business portfolio and campaign production budgets ranging from 2Cr to 5Cr.

Brands: [Vicco Vajradanti](#); [EuroSchool](#); [Godrej Yummiez](#)

Director – Business & Strategy

Whyness Worldwide | August 2019 – July 2021

Led brand strategy and integrated communication across ATL, BTL, social and digital campaigns. Directed strategic planning, audience insights and content-led marketing initiatives while overseeing multi-functional agency teams to deliver cohesive, insight-driven campaigns. Focused on building strong brand narratives, integrated communication strategies and long-term client partnerships.

Managed a business portfolio and campaign production budgets ranging from 2Cr to 4Cr.

Our work on 'Inside the Robber's Mind' for Godrej Locks, won the top honours at the 2020 Kyoorius Creative Awards, in two categories: 'Branded Films: Non-fiction Up to 5 minutes' and 'Non-interactive Films: Branded Content'

Brands: Godrej Locks; [Godrej Script](#); Vaadi Villas; Onyx Builders; Cruise AC

Client Services Manager

VMLY&R | October 2018 – February 2019

Managed integrated campaign management across multiple digital platforms. Managed campaign planning, concept development, content production and execution while collaborating with creative, strategy and production teams to deliver digital first campaigns.

Managed a business portfolio and campaign production budgets ranging from 8L to 15L.

Brands: Parachute Advansed; Parachute Advansed Men

Group Account Manager – Business & Strategy

What's Your Problem (WYP) Brand Solutions | February 2017 – May 2018

Led brand strategy and integrated communication across ATL, BTL, social and digital campaigns. Directed strategic planning, audience insights and content-led marketing initiatives while overseeing multi-functional agency teams to deliver cohesive, insight-driven campaigns.

Focused on building strong brand narratives, integrated communication strategies and long-term client partnerships.

Managed a business portfolio and campaign production budgets ranging from 75L to 3.5Cr.

In 2017, the Chonkpur Cheetahs IPL integrated campaign garnered over 20 million views, 1.5 lakh engagements and 14,000 conversations across mediums winning Gold in the Integrated Retail category at Abbys Goafest 2018.

The Vodafone #GiftAStory campaign won Gold in the Activation category at Abbys GoaFest 2018

Brands: [Amazon India](#); Amazon FireTVStick; [Everest Roofing](#); [Vodafone](#); ITC Fabelle

Senior Account Manager

Ogilvy | July 2015 – February 2017

Worked on Tata Motors Passenger Vehicles and Castrol businesses, contributing to campaign planning and execution across TV, print, OOH and BTL. Played a key role in the launch communication for Tata Tiago and supported international campaign initiatives for Castrol CRB.

Since its launch in 2016, the Tata Tiago became one of the biggest contributors to Tata Motor's passenger vehicle segment. The model crossed 50,00 units by 2017 and 1.7 lakh units by 2018.

Brands: Tata Tiago; Castrol CRB

Junior Account Manager

Contract Advertising | 2012 – 2013

Managed day-to-day account activities for Godrej Locking Systems and Solutions, overseeing campaigns for product launches, international markets, and a master-brand campaign featuring Aamir Khan.

Also played a key role in pitching for new business, including a pitch for Star Plus. Responsibilities included conducting market research, gathering insights to develop a creative strategy, and ensuring timely execution of ideas and deliverables for pitch presentations.

Brands: Godrej Locks; Star Plus; Asian Paints; Ashok Leyland

EDUCATION

Certificate Strategic Brand Management & Communications
MICA | 2025

PG Digital Marketing & Communications
MICA | 2021

Specialisation: Digital Marketing, Branding & Communication, Social Media & Content, Marketing Analytics

PG Media & Entertainment
Welingkar Institute of Management | 2015

Diploma Advertising & PR
Welingkar Institute of Management | 2015

Bachelor of Science - Physics
Wilson College, Mumbai University | 2012



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ADITYA NANAVATI

He's spent the last decade thriving in the fast-paced advertising world. Focused on delivering creative, strategic solutions across any platform or industry, his work ranges from creating high-profile above-the-line campaigns to nuanced below-the-line tactics as well as digital and social media strategy and campaigns. Now, as he looks to the future, he's ready for the next big adventure and looking for someone just as passionate to help lead the way. You, the reader, could be the key to this next chapter.