

Siddhi Shah Marketing Strategist

Marketing strategist with nearly **2 years of experience** leading multi-channel campaigns for brands like **VISA, SBI Life, and Skore**. Skilled at working with creative, media, and data teams to **solve targeting challenges** and **turn insights into effective strategies**. Focused on creating engaging brand experiences that drive real results. Excited to bring agency experience into fast-paced, impact-driven roles.

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PROFESSIONAL EXPERIENCE

Senior Brand Strategist | Dentsu Creative

Oct'23 - Present

- Developed **data-led strategies** for **BFSI, FMCG, and healthcare** clients, including **VISA, Swiggy Genie, and TTK**, optimizing **user segmentation, messaging, and brand positioning**.
- Delivered **15+ strategic proposals** that contributed directly to client retention and long-term engagement.
- Led **audience research** and **behavioural analysis** focused on **Gen Z and Tier-2 markets**, improving targeting accuracy and engagement KPIs.
- Collaborated with **cross-functional teams** to craft unified, insight-backed campaign narratives aligned with business growth objectives.
- Conducted industry-specific consumer studies that informed **repositioning strategies**, driving measurable uplift in campaign engagement.
- Built **AI-powered internal workflows**, reducing task time by **85%** and accelerating client delivery responsiveness.

INTERSHIPS

Web Development Intern | IIIDE - The Digital School

Jan'23 - Oct'23

- Created an **automated student hiring portal** that attracted **400+ companies** and showcased **500+ student profiles**, enhancing brand outreach.
- Designed a **user-friendly interface** for seamless navigation, improving platform usability and engagement.
- Developed a **ChatGPT Masterclass curriculum** for **1,000+ students**, enabling AI-driven marketing proficiency.
- Built a **digital learning platform** for **HSNC University**, increasing accessibility and student engagement.

KEY SKILLS

Digital Marketing Strategy, Brand Positioning, Audience Segmentation, Consumer research, Consumer Insights, Journey Mapping, Cross-Functional Collaboration, Problem Solving, Storytelling, Project Leadership, AI in Marketing

KEY PROJECTS

Future Mandala | Dentsu Group's Future Forecasting Tool

- Contributed to a flagship foresight initiative that has become a **key B2B product offering** for Dentsu.
- Supported **research and synthesis of cultural trends** (e.g., women in entrepreneurship, multi-income lifestyles) to inform predictive consumer models.
- Helped **shape forward-looking strategy frameworks** now used across industries planning functions and featured in enterprise sales engagements.

EDUCATION

IIIDE - The Digital School | Mumbai, India

Aug '22 - Aug '23

Post Graduate in Digital Marketing (**Awarded #1 Batch Topper**)

Pravin Gandhi College of Law | Mumbai, India

Jul '17 - May '22

Bachelor of Legal Science & Bachelor of Laws (B.L.S., LL.B.)