

ADITYA SORAL

MARKETING/BRAND MANAGER

Dynamic marketing and advertising professional with expertise in strategy, content creation, branding, and social media management. Passionate about driving impactful campaigns that resonate with diverse audiences. Brings a creative edge through a love for art, gaming, and football. Passionate about merging creativity with results-driven marketing.

EXPERIENCE

SENIOR STRATEGIST - BRAND SOLUTIONS

ShareChat

Oct 2023 - Aug 2024

- Creation and monitoring of brand campaigns
- Worked on strategy, ideation, copy and execution of campaigns
- Revenue-based campaigns that directly impacted company's revenue stream
- Clientele: realme, Samsung, Tata Motors, Asian Paints, Amazon, Meesho

SOCIAL MEDIA MANAGER

Mojocare

Dec 2022 - Jun 2023

- Led social media marketing for Mojocare, driving engagement across intimate wellness, haircare, nutrition, and mental health categories
- Worked on campaign strategy, influencer marketing, copywriting, social media scheduling, moment marketing, social media content and website content

LEAD - MARKETING

HumanFractal.ai

Aug 2021 - Oct 2022

- Supervised and mentored a team of four, ensuring optimal performance and collaboration
- Oversaw B2B and B2C marketing initiatives, encompassing social media, campaign strategy, website content, SEO, copywriting, email marketing and online reputation management.



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EDUCATION

SYMBIOSIS INTERNATIONAL UNIVERSITY

MBA(Communication Management),
Symbiosis Institute of Media and
Communication, Pune

2016 - 2018

CGPA: 6.99

GUJARAT TECHNOLOGICAL UNIVERSITY

BE(IT Engineering), SVIT Vasad

2010 - 2014

CGPA: 6.99

LANGUAGE

English

Hindi

Gujarati

SKILLS

- Website Content
- Design Thinking
- Social Media Marketing
- Digital Marketing
- Problem-Solving
- Copywriting
- Marketing Tools
- Strong Communication
- B2B Marketing
- B2C Marketing
- Paid Marketing
- Brand Strategy
- Creative Strategy

REFERENCES

- Arun Pillai - Senior Strategist, ShareChat
- Pooja Balajigari - Brand Lead, Mojocare
- Sarathkumar Babu - Product Manager, HumanFractal.ai

EXPERIENCE



CUSTOMER SUCCESS MANAGER

Scatter Content

Aug 2019 - Nov 2019

- Managed client communications, campaign execution, brand strategy development, and seamless coordination between the agency and clients.
- Clientele: Axis Bank, HDFC Bank, Gold.org, Tata AIG, Godrej Cinthol, IndusInd Bank, HIT Spray, ICICI Bank & Drip Capital



ASSOCIATE CREATIVE MANAGER/ASSOCIATE TEAM LEAD

FoxyMoron

Nov 2018 - Apr 2019

- Developed content strategies, crafted compelling copy, designed campaign strategies, and executed social media marketing for clients.
- Clientele: Hershey's, Amazon & MX Player



BRAND/STRATEGY MANAGER

The Glitch

Mar 2018 - Nov 2018

- Specialized in content strategy, campaign planning, copywriting, and social media marketing to drive impactful client engagement.
- Clientele: Rin, Domex, Set Wet & Cornetto

NOTABLE WORK

- **Resolute #BeingPrepared Campaign:** Featured in Brand Equity 2022 for innovative healthcare campaign
- **Hershey's #MeetheBahane Campaign:** Shortlisted for the final round of CIDCA 2019 awards for best use of social media
- **Rin #SaveWater campaign:** Featured in Lokmat for CSR activity around Mumbai's chawls in Dharavi
- **ShareChat Revenue Contribution:** Handled a budget of 2cr and contributed 1.24cr to the company revenue via brand campaigns
- Shortlisted for the **Warner Bros. internship** at Turner International during my MBA, creating exclusive content for Cartoon Network and Pogo.

BRANDS I'VE WORKED WITH



SAMSUNG

amazon



realme



DRIP/c



HERSHEY'S



DETAILED PORTOFOLIO AT:
www.adityasoral.com