

Taapti Ladkani

Brand & Digital Marketing Lead

Six years building and running brand campaigns for names like ITC, RCB, and 30+ other brands across FMCG, gaming, and D2C — from celebrity activations and IPL partnerships to full-funnel performance marketing. Strong in both strategy and storytelling: equally comfortable setting brand positioning and writing the copy that carries it.

ITC

RCB

Emami

ZanduCare

Continental Coffee



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📍 Bengaluru

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DIGITAL MARKETING EXPERIENCE

Strategy & Brand Consultant

Alphanumeric · Bengaluru

SEP 2025 – PRESENT

- Advise brand and marketing strategy for clients on a project basis, covering positioning, campaign direction, and content strategy
- Partner across content, performance, and creative teams to shape go-to-market plans for early and growth-stage brands

Brand Manager – ITC Master Chef Creations & Aashirvaad

ITC Foods Division · Bengaluru

APR 2025 – AUG 2025

Led brand strategy and 360° marketing for ITC's premium gourmet cloud-kitchen brand

- Managed the IPL 2025 partnership with Royal Challengers Bengaluru (RCB) — match-day campaigns, influencer tie-ups, and digital amplification as the brand's Official Gourmet Food Partner
- Directed the Metro... In Dino x ITC Master Chef Creations activation for Jashn-e-Gosht, featuring Sara Ali Khan and Aditya Roy Kapur
- Conceptualized "The Royal Tandoori Roast" campaign with comedians Azeem Banatwalla, Shashi Dhiman, and Devesh Dixit
- Oversaw agency management, influencer partnerships, and performance marketing, achieving higher CTR and engagement
- Spearheaded #BappaKiTayyari for Aashirvaad Soul Creations for Ganesh Chaturthi
- Led brand development for ITC Aashirvaad's upcoming sweets & savories vertical — positioning, creative direction, GTM roadmap
- Collaborated with cross-functional and e-commerce teams on GTM strategy and category growth

Head of Marketing

SocialGame – Backstage Pass Institute of Gaming · Hyderabad

MAY 2024 – APR 2025

- Achieved 363% increase in lead volume and 16% reduction in CPL while scaling ad spend 293%, via persona analysis, repositioning, and precision targeting
- Drove ~10% lead rate on funnel-based Meta campaigns via behavior-driven landing page design
- Led complete website revamp and fixed tracking/data leaks for accurate campaign attribution
- Revamped SEO, social, ORM, and CRM strategy, improving user experience and audience growth
- Collaborated with industry experts, gaming faculty, students, and alumni to align marketing initiatives with industry trends
- Partnered with the Managing Director to transform college events, boosting brand presence and student engagement
- Owned the entire marketing vertical, training and mentoring 10+ marketing professionals

Head of Content and Copy

Expedify – Brainpan Digital · Gurgaon

FEB 2022 – JAN 2024

- Led copy and content strategy for 30+ brands across FMCG, architecture, healthcare, fashion, and corporate — including ITC Aashirvaad Soul Creations, Emami Livayur, ZanduCare, Continental Coffee
- Played a pivotal role in brand positioning and communication efforts to develop memorable brand identities
- Shaped brand positioning and communication for funnel-based performance marketing clients
- Crafted compelling taglines, scripts, and engaging copy for organic, paid, and email marketing campaigns
- Directed and mentored a team of 5 associate copywriters and social media managers

Content Writer

Vijay Eesam and Co. · Hyderabad

AUG 2021 – JAN 2022

- Owned content and social strategy for both the wedding photography business and its SaaS venture, Huemn
- Led content and copy across social, help centre, website, and blogs
- Set up potential client calls, provided demos to leads, and managed daily inbound and outbound communication with vendors

Content Strategist and Social Media Manager

TeachSmart Community · Remote

NOV 2020 – AUG 2021

- Strategized fresh communication for brand awareness, expansion, and outreach
- Built social media presence from the ground up for an all-female edu-entrepreneur community
- Conducted and hosted weekly workshops and webinars for students, parents, and teachers

EDUCATION

B.E., Biotechnology

Visvesvaraya Technological University, Mangalore
2015 – 2019

SKILLS

Brand Strategy

Campaign Direction

Performance Marketing

Influencer Marketing

Content & Copy

SEO

Social Media

Market Research

Leadership

Creativity

Adaptability

Problem Solving

Strategic Vision

Collaboration

Prioritization

FREELANCE PROJECTS

The Anonymous Writer · AUG 2019 – PRESENT

100+ write-ups written and published to date; content planning, review, and editing

ByteEdge · NOV 2021 – JAN 2022

Subject-matter expert for courses across English and Science verticals

Eatler India · MAY 2020 – AUG 2020

Copy and content intern for a Bangalore-based cloud kitchen brand

INTERESTS

Gourmet Cooking

Painting

Writing

Trekking & Hiking

Dancing

REFERENCES

References available upon request.