

Vaibhav Singh

Experience - 6.5+ years

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Education

Indian Institute of Technology, Delhi
(IIT, Delhi)

Executive Management in
Entrepreneurial Studies | 2021-2022

G.D. Goenka University, Gurugram
[Politecnico Di Milano, Italy]

B.Des in Product Design | 2015-2020
(Dual Degree)

Technical Skills

Content & Performance Marketing

Meta Ads Manager · Google Ads ·
AiSensey WhatsApp Marketing · UTM
Tracking · Sales Funnels · Retargeting
Infrastructure · A/B Testing · Landing
Page Optimization · Yati Funnels · Email
Nurture Sequences

Brand & Creative

Brand Identity Development · Creative
Direction · Art Direction · Shoot Planning &
Execution · Copywriting · Reel Hooks &
Short-Form Content · Campaign Concept-
ing · Visual Storytelling

Influencer & Community

Influencer Onboarding & Campaign
Management · Run Club & Gym Partner
Activations · Community-Led Marketing ·
Brand Partnership Development · Spon-
sorship Servicing & Deck Creation

AI-Native Tools

ChatGPT · Perplexity AI · Midjourney ·
Runway ML · ElevenLabs · AdCreative.ai ·
Canva AI · Notion AI · Taplio · Otter.ai

Design Tools

Adobe Photoshop · Illustrator · InDesign ·
Premiere Pro · After Effects · Figma ·
Adobe XD · Canva · Blender

Project Management & Systems

Jira · Asana · SOP Development · Team
Scaling · Cross-Functional Collaboration ·
Google Analytics (GA4) · Microsoft Office
Suite



Summary

Results-driven **Brand and Marketing Leader** with 6.5+ years of experience **owning multi-function marketing operations** end-to-end from content production, paid performance, and influencer ecosystems to sponsorship servicing, community activations, and revenue-driving sales funnels. **Built and scaled creative and marketing teams** from 5 to 120 members. **AI-native workflow** with hands-on use of ChatGPT, Midjourney, Runway ML, and ElevenLabs to compress timelines and scale output. **Builder mentality** creates systems, SOPs, and frameworks that make campaigns repeatable and execution-independent.

Work experience

Ascend School of Construction & Business(Jun'23-Jan'26)

Role : Design Manager and Marketing Lead

- **Owned the full marketing engine**; content direction, paid campaigns, brand identity, sponsorships, and lead generation simultaneously across Meta, Google, WhatsApp, LinkedIn, and email.
- Rebuilt end-to-end acquisition funnel using analytics and AI-informed targeting, increasing qualified lead generation by **45% and driving ₹8 Crore in institutional revenue**.
- Managed brand partnerships with **SSBM Geneva (international academic credibility)** and **NSDC (government-backed certification)**, handled full cycle: outreach, proposals, agreements, creative execution, and post-campaign reporting.
- Scaled creative function from 5 to 120 members; introduced **Jira/Asana project management systems**, SOPs, and briefing frameworks, increasing delivery capacity by 4x and cutting project timelines by 20%.
- Directed content production including shoot planning, budget sanctioning, and platform-specific creative execution.
- Implemented automation-led retargeting and WhatsApp nurture workflows, with **60%+ of final conversions** driven through nurture sequences rather than direct ads.
- Mentored team across marketing, design, and AI tools; improved productivity and **output quality by 25%**.



DesignOmark & DesignOmeta(Feb'21 - Apr'23)

Role : Co-Founder, Creative Director & Designer

- **Discontinued operations due to family, financial instability and transitioned to full-time professional career**

- Founded and scaled a full-service creative agency delivering **50+ projects** across branding, packaging, UI/UX, web/app, and AR/VR for diverse industry clients
- **Built business operations** from ground up; managed marketing, sales, finance, content, and delivery independently
- Expanded client base through networking, content marketing, and referrals; generated **70%+ inbound leads organically** through acquisition funnels
- Conceptualized and pitched visual narratives and creative strategies, improving **client conversion rate by 70%**
- **Managed influencer and community-driven content strategies** for client brands across social media platforms
- Launched DesignOmeta:- **a metaverse-based design platform** with spatial solutions and Web3 ecosystem integrations

Industry Knowledge

E-Commerce Marketing | EdTech | Construction & Real Estate | Startup Ecosystem | AR/VR Technology | Metaverse Platforms | Product & Packaging Design | Event & Experiential Design

Core Competencies

• Creative & Design

- Creative Vision Development
- Conceptualization & Storytelling
- Spatial Design & 3D Visualization
- Brand Identity & Art Direction
- Experiential & AI Design
- UI/UX Design & Design Systems

• Marketing & Growth

- Digital Marketing Strategy
- Customer Acquisition & Retention
- E-Commerce Marketing
- SEO/SEM & Content Marketing
- Campaign Management
- Markt. Analytics & Lead Generation

• Leadership & Management

- Team Building & Scaling (5-120 members)
- Cross-Functional Collaboration
- Performance Management using AI
- Mentoring & Coaching
- Client & Stakeholder Management
- Project Management (Jira, Asana)

• Business & Strategy

- Startup Growth Strategy
- Market Analysis & Competitive Analysis
- Product-Market Fit Analysis
- Partnership Development
- Sales Enablement & Pricing Strategy
- Pitch Preparation & Fundraising

Languages

English

Hindi

Other Interests

Film & Photography

Sketching

Bike Riding

Watching Movies

Gaming

Work experience

Naturyz(Sep'20 – Feb'21)

Role : Senior Designer & Creative Lead

- **Led 15-member design and marketing team** across design & branding, ensured consistent storytelling and brand identity across all channels.
- **Led e-commerce campaign** design, converted product briefs and seasonal themes into visual narratives and boosted engagement.
- Designed high-converting **creatives for Amazon, Flipkart & D2C** platforms, optimized listings & content, **increased conversion by 25%**.
- Optimized visual merchandising across digital and physical touchpoints using **A/B testing of creatives**, improved **CTR by 20%**.
- **Directed product photography** and content creation, aligned with brand positioning, enhanced brand recall and engagement.
- Collaborated on marketing strategy for product campaigns, contributed to **revenue scaling by 200%**, from **₹15–20L to ₹53–60L monthly**.
- **Developed brand guidelines** and visual standards for channels, ensured execution across platforms, given brand coherence.
- Analyzed design performance through engagement and sales metrics, reported impact on acquisition and **conversions by 30%**.

MIMS (Motion Institute of Management Studies)(Nov'19-Apr'20)

Role : Product Designer

- **Re-branded full institutional identity** including logo, guidelines, and 40+ assets
- Drove digital marketing strategy for admissions; increased application inflow by **40% and improved enrollment conversions**
- **Built comprehensive marketing and operations business plan** defining growth strategy and scaling roadmap

Professional Development

- Generative AI Foundations Certificate – Microsoft
- AI-Powered Performance Ads Certification - Google
- The Fundamentals of Digital Marketing Certification – Google
- Advanced Digital Marketing & Brand Strategy - Udemy
- Advanced Spatial Design & 3D Visualization
- Figma & Adobe XD Professional Design Training
- Design Systems & Brand Guidelines Development
- Awarded as Best Employee of the Year in 2024
- Been CII(Confederation of Indian Industry) member in 2022
- E-Summit'23 Participation, IIT Bombay
- Learning to create AI Agents from scratch

Key Achievements

- **Revenue Growth:** Contributed to 200% monthly revenue scaling at Naturyz (₹15–20L → ₹53–60L/month).
- **Lead Generation:** Increased qualified lead generation by 45% through funnel optimization and AI-informed targeting.
- **Team Building:** Scaled creative and marketing teams from 5 to 120 members across two organizations.
- **Delivery Capacity:** Improved campaign delivery capacity by 4x through SOPs, Jira/Asana systems, and structured workflows.
- **Client Retention:** Maintained 95% client retention rate across 50+ accounts.
- **Experiential Campaigns:** Led creative vision for 60+ campaigns, events, and brand experiences across multiple media.

Educational Highlights & Certifications

- Won Inter-College Photography Competition
- 2nd Position in KTM Bike Race
- Won Gaming Competition in Channel V fest
- Been Selected to draw an art on entrance of the block in college.
- Volunteered in College fest and Udyami Bazaar