

# VAISHNAVI SUKEY (VAISH)

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## PROFESSIONAL SUMMARY

Brand and marketing manager with 7 years in CPG and consumer brands. I build brand stories from real consumer insight; from positioning and packaging strategy through to campaign execution. At LT Foods, I developed the Royal Jute premium pack launch end to end, from cultural research to shelf narrative. Previously built all of marketing at Mynd from scratch, taking it to #1 on Product Hunt with 5,000+ installs in 48 hours.

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## Skills & Tools:

- **AI-Powered Creative & Marketing Systems:** Generative creative assets & campaign mockups (Higgsfield, Weavy AI, DALL-E) | Landing page design & ideation | Prompt engineering for brand strategy & copy (ChatGPT, Claude) | AI-powered content & SEO engines
- **Brand Strategy:** Brand Positioning & Messaging | Consumer Insights & Research | Go-To-Market Strategy | Product & Packaging Strategy | Cultural & Experiential Marketing | Portfolio & Seasonal Planning | Integrated Campaign Planning | Brand Storytelling
- **Growth & Performance:** Paid Media (Meta, Google) | Influencer & UGC Marketing | Lifecycle & CRM Campaigns (HubSpot, Salesforce) | A/B Testing & Funnel Optimization | SEO & Content Strategy | ROI & Performance Tracking | Google Analytics (GA4) | Tableau
- **Creative & Content:** Creative Strategy & Direction | Social Media Strategy | Agency & Vendor Management | Content Briefing & Production | Copywriting for Ads & Web | Figma | Canva
- **Tools:** HubSpot, Salesforce, Airtable, Figma, Hootsuite, Mailchimp, Claude, ChatGPT, Midjourney, Higgsfield

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## WORK EXPERIENCE

### LT Foods Americas | Brand & Marketing (Contract) [San Francisco, CA]

April 2025 - Present

- Built brand and campaign strategy across two CPG brands, Daawat and Royal, covering cultural activations, packaging, paid media, and retail across the U.S. market.
- Developed the Royal Jute premium pack from consumer research to shelf, segmented target audiences, defined the campaign platform (One Bag, Many Lives), and built the full rollout plan across social, UGC, retail endcaps, and designer partnerships to drive shelf breakthrough and perceived value.
- Designed the Royal x Major League Cricket on-ground campaign across 4 matches in Oakland and Dallas, reaching 21,000+ fans, distributing 10,200+ product giveaways through branded booth activations, product sampling, and fan contests.
- Built the Royal x MLC content and digital strategy, coordinating player-led branded videos across SF Unicorns and MI New York, a macro influencer activation generating 49K reach, and sweepstakes data capture for retargeting, contributing to a 22% digital engagement lift. [Player Content - SF Unicorns](#) | [Player Content - MI New York](#) | [Influencer Activation](#)
- Shaped Daawat seasonal campaigns for Biryani Day and Diwali with celebrity talent and influencer partnerships, driving brand recall and a 24% digital engagement lift across priority U.S. markets.
- Managed campaign operations across both brands from brief through post-campaign review, overseeing agency relationships, creative feedback, and performance reporting.

### Mynd (AI Mental Wellness) | Marketing Lead [San Francisco, CA]

Nov 2023 - March 2025

- Joined as the first marketer at an early-stage AI wellness app, building the marketing function from scratch across brand, campaigns, growth, and lifecycle.
- Led the GTM launch strategy and execution across PR, creator outreach, and community activation, helping Mynd hit [#1 on Product Hunt](#) with 5,000+ installs in 48 hours.
- Built and ran cross-platform brand campaigns across Instagram, TikTok, and LinkedIn, developing content strategy, creative direction, and posting cadence that grew organic impressions by 70% and lowered CPA by 28%.
- Launched a 25-creator UGC program from zero, developing the full creator pipeline, briefing system, and content testing loop across TikTok and Instagram, generating 3.2M+ impressions.
- Identified drop-off points in the onboarding flow and ran A/B messaging experiments across push timing and CTA copy, improving Day 7 retention by 15% and onboarding completion by 18%.
- Contributed to building an AI-powered SEO content engine that scaled to 2,000+ posts per month, grew Google domain rating from 7 to 21, and drove 43% of app downloads organically.

- Managed a cross-functional offshore team spanning design, and product, ensuring alignment across sprints, timelines, and priorities to deliver a fully functional mobile app under tight deadlines.

**University of San Francisco | Marketing Manager [San Francisco, CA]**

Oct 2022 - May 2024

- Applied data-driven decision making to improve the student recruitment funnel, using behavioral data and CRM segmentation to increase lead-to-application conversion by 15%.
- Ran A/B tests across email nurture flows and landing pages, partnering with admissions and creative teams to align messaging and increase inquiry-to-application conversion by 12%.

**Social Panga | Brand and Marketing Manager [Bangalore, India]**

May 2019 - June 2022

- Managed brand strategy, content, and integrated campaigns for 15+ CPG, wellness, and lifestyle brands, owning client relationships, timelines, and KPI reporting across a multi-brand portfolio.
- Led cross-functional creative teams across design, copy, and strategy, giving creative direction and managing output quality and delivery across accounts.
- Used sentiment analysis and social listening to refine positioning for a sustainable CPG brand, developing the (One Simple Switch) campaign platform, increasing engagement by 24% and growing followers by 500+ per month
- Planned and executed high-reach awareness campaigns with celebrity endorsements, reaching 1M+ users and improving CTR by 17%.
- Led business development pitches that won two new brand mandates, expanding the agency's consumer goods and lifestyle portfolio.

**SortedWorks | Marketing Associate [Mumbai, India]**

June 2018 – April 2019

- Launched social media presence and digital assets for three consumer brands, managing content calendars, production coordination, and go-live execution.
- Ran post-launch campaign performance audits across client accounts, identifying optimization opportunities that improved conversion rates by 20%

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**EDUCATION**

**University of San Francisco**

Master of Business Administration - STEM MBA (Marketing & Business Analytics)

San Francisco, CA

**Symbiosis Centre for Media & Communication**

Bachelor of Arts, Marketing & Advertising

Pune, India