



Shalmolie Singh

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Summary

Two-time Effie India Award-winning brand strategist with experience across Indian and international markets and 10+ industries, leading business pitches, brand strategy, creative teams, and project management from insight generation to project execution.

Professional Experience

Planning Director | Ogilvy & Mather, WPP | Mumbai

- Led and converted an multi-million international strategic pitch for major global energy player, in the US West Coast market by reframing the brand from a fuel-led convenience stop to food-first destination, unlocking a new global business stream for Ogilvy, India.
- Led Maaza's (The Coca-Cola Company) repositioning exercise, shifting the brand from a seasonal mango beverage to a year-round mango beverage; delivered highest-ever market share, +12% consumption frequency, 2Bn+ impressions, 4M engagements, 200K+ UGC videos.
- Built Sprite's (The Coca-Cola Company) at-home meal-time ritualisation strategy for India's 2nd-largest CSD brand, strengthening its Gen Z cultural leadership with Top 2 INSWA ranking, 4x higher views, 6.6x higher engagement than the closest competitor and 14.3% growth in Meals Occasion share.
- Led India strategy for Kenvue's 5-country APAC Neutrogena pitch, coordinating with Singapore, China, Vietnam and Thailand teams to build the "Treat & Delay" platform and shift Retinol from corrective skincare to preventive habit.
- Authored 2 Effie India-winning business cases for Marico, proving business impact across category disruption and regional growth: Parachute Baby engaged 18L+ mothers and activated 1,200+ doctors monthly, while Parachute Gold delivered +29% volume, +21.3% value and +2.4% penetration.

Senior Branding Strategist | Jio Creative Labs | Mumbai

- Conducted on-ground consumer immersions for Campa India Relaunch across Hyderabad, colleges, retailers and Tier 3/4 markets for PowerUp and Campa, translating youth behaviour, regional consumption cues and retail realities into positioning inputs, tagline direction, scripts and launch design language.
- Strategy co-mentorship & capability building for 50+ MBA summer interns across strategy frameworks, consumer insight and campaign ideation, while supporting interviews, onboarding and capability-building.
- Built positioning and digital content strategy for DreamSetGo, India's premium sports travel & hospitality (sports travel category), developing an 18-month roadmap across global sporting events including the Paris Olympics to drive HNI awareness, category education and premium travel advocacy.
- Multi-Category Strategic Pitches: Led end-to-end strategic pitches across F&B, beauty, sporting experiences, tourism, jewellery, finance and D2C, solving mandates across brand launches, repositioning, entry, consumer relevance.
- Happilo x Marvel: Built Happilo's digital campaign architecture for its Marvel collaboration with Disney, structuring a hero launch idea and always-on content pillars to connect pop culture, snacking for Indian Gen Z.

Senior Brand Strategist | Experience Commerce, A Cheil Company | Mumbai

- Led the digital-first India launch strategy for Brita GMBH by generating consumer insights, category trends and brand proposition inputs, while shaping the D2C go-to-market strategy and business category approach for Tier-I India.
- Crafted Fortune Foods' vernacular digital approach across owned channels, exploring audio-led content opportunities for India through audience lifestyle mapping, category trend analysis and platform behaviour insights.
- Developed the strategic blueprint for Tata Motors' 'Trucking for Tomorrow' website rejuvenation, demarcating customer journeys for 9 user types to improve digital experience and lead movement.
- Extended Wipro Lighting's digital strategy mandate into Wipro Appliances by developing positioning, value proposition and content narratives for digital platforms, strengthening portfolio-level brand storytelling.

Senior Strategy Manager; Brand Strategist | DY Works | Mumbai

- Force Gurkha 4x4 Repositioning: Conducted consumer research across 5 Indian states with 300+ consumers to decode 4x4 buyer motivations, barriers, need states and post-purchase pain points, translating findings into customer journey, retention and repositioning inputs for the 2021 launch.
- IHCL Business Design Mandate: Coordinated business design work across Taj Chambers, amā Stays & Trails and Taj Machan, supporting luxury hospitality strategy, experiential branding and premium customer experience while managing daily client and cross-functional delivery.
- Playboy USA India Market Entry: Supported India market-entry strategy for Playboy USA’s Tier-I audience by contributing to market research, lifestyle trend spotting, category mapping, partnerships and client sprint sessions.
- PI Industries Brand Rejuvenation: Coordinated brand rejuvenation across packaging, retail and website interventions, translating farmer-led research into brand architecture, logo refresh, product design inputs and repositioning cues.

Education

MBA (PGPX) – Indian Institute of Management, Ahmedabad | India

- Live Project: ‘Project Name’, Organization

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Post Graduate Diploma (Marketing Management) - NMIMS Global Access School | India

B.Tech (Biotechnology) – Amity University, Uttar Pradesh | India

Accomplishments and Awards

- Consecutive National-level Effie India Bronze Awards (2023, 2024) for authoring business cases that connected cultural insight, creative strategy and measurable brand/business impact for Marico campaigns.
- Best All-Rounder Student: Solo recipient from 400+ students at Amity University for excellence across academics, sports, student leadership, cultural representation, internships and campus recruitment.
- Merit Scholarship and CBSE State Topper: Awarded scholarship for top 1% undergraduate CGPA and secured perfect 10 CGPA in Grade 10, ranking among the highest scorers in Uttar Pradesh.

License & Certifications

Nano-MBA in Applied Behavioural Science, Ogilvy Consulting.

Co/Extra-curricular

- Elected Secretary of the External Affairs, Exchange and Alumni Relations Committee, IIMA PGPX, leading all alumni engagement, and marketing initiatives for the IIMA AY 2026-27.
- Served as Women’s Hockey Team Captain at Amity University, leading a 15-member team for 2 years across selections, training sessions and inter-college participation.
- Served as Student Council Coordinator at Amity University, led Genomics & Proteomics Club at Amity University, growing membership from 60 to 170 in 2 years through student-professor engagement formats linked to internships and academic exposure.
- Represented college in inter-university dance competitions as part of the university’s official dance society.