Attadeep Gajbhiye

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Summary

Growth and brand marketer with nearly 3 years at WPP (Ogilvy, Wunderman Thompson) on ITC Personal Care, and a Cannes Lions Top 4 Global Finalist. Scaled a digital skin-diagnostic platform by 78% to 3.2L users and generated Rs. 5.45L in direct sales through school-channel activations at Agilitas. MBA (Sales & Marketing), SIBM Bengaluru.

Education

Symbiosis Institute of Business Management, Bengaluru — 7.3 CGPA
Master of Business Administration – Sales & Marketing — *Jun 2025 – May 2027*

National Institute of Fashion Technology, Bhubaneswar — 80%
Bachelor of Design in Fashion Communication — *Aug 2018 – Aug 2022*

Internship

Agilitas Sports — Bengaluru, India
Sales and Business Development Intern – India's largest multi-brand sports goods distributor — *Apr 2026 – Jun 2026*

- **Generated Rs. 5.45L+ in direct revenue** by running school-channel sales activations for Lotto School Shoes across **6 schools**, managing 35+ POS devices and daily sales reporting.
- **Negotiated with vendors to deliver 30,000 silicon accessory units in 12 days** for the One8 x Virat Kohli footwear launch, meeting a fixed launch date.
- **Rolled out point-of-sale kits** (tent cards, standees, sales playbooks) **across a 30-school partner network** to standardize the in-store sales pitch.
- **Grew the brand's social audience by 130% at near-zero media spend** through AI-led creatives, behind-the-scenes content, and barter influencer deals.

Work Experience

Ogilvy (WPP) – Promoted from Wunderman Thompson — Kolkata, India
Associate Manager – Client: ITC Personal Care Products Division — *May 2023 – May 2025*

- **Scaled Smart Skin Advisor from 1.8L to 3.2L users (+78%)** by redesigning the diagnostic journey and personalizing messaging by user behaviour.
- **Lifted Meta Ads CTR by 50% (0.8% to 1.2%) and hook rate by 25%** by running structured A/B tests and sharpening audience segments.
- **Awards:** Best Use of Digital Media, PCPB Marketing Awards (Dermafique) · Silver, ET BrandEquity Digital Awards – Best Tech-Enabled Category (Smart Skin Advisor)

Wunderman Thompson (WPP) — Kolkata, India
Graphic Design Executive – Client: ITC Personal Care Products Division — *Aug 2022 – May 2023*

- **Executed ITC's agency-to-in-house creative transition in 60 days** as a core team member, with zero disruption to live campaigns.
- **Built a centralized design asset system for 93+ SKUs**, cutting hand-offs between marketing, agency, and vendor teams.
- **Cut creative turnaround time by 50%** by integrating Midjourney, Adobe Firefly, and RunwayML into the production workflow.
- **Awards:** Silver, ET DigiPlus Award – Data Analytics and Insight (Smart Skin Advisor)

Certifications

- McKinsey Forward Program — McKinsey & Company, 2025
- Meta Marketing Analytics Professional Certificate — Meta, 2025
- Google Digital Marketing & E-commerce Professional Certificate — Google, 2025
- Applied Behavioral Science & Behavioral Economics — Ogilvy Consulting, 2024

Honors & Awards

- **Top 4 Global Finalist**, The Brief #4, Love The Work, Cannes Lions, 2024
- **All India Top 12**, TataCLiQ x ImaginXP Design-a-thon (UX Design), 2021
- **KVS National Sports Meet**, Represented Jabalpur Region, U-17 Badminton, 2014

Skills

Marketing & Sales: Brand Strategy, Growth Marketing, Go-to-Market Planning, Channel Sales Activation, Vendor Negotiation, Campaign Management, A/B Testing, Audience Segmentation, Consumer Insights, Behavioral Economics

Data & Analytics: Meta Ads Manager, Google Analytics, SQL, Microsoft Excel, Power BI

Creative & AI Tools: Adobe Creative Cloud, Figma, Canva, Midjourney, Adobe Firefly, RunwayML