




ANAND MALLELA

ASSOCIATE DIRECTOR - BRAND STRATEGY

ABOUT

An experienced strategy professional seeking to create meaningful work that has a positive impact on the brands and people I work with to create tangible business results.

Currently pursuing an MBA at IIM-A,  aiming to translate academic insights into real-world business solutions.

WORK EXPERIENCE



ASSOCIATE STRATEGY DIRECTOR

Dentsu Creative | Feb 2024 - Present

Lead the development and execution of high-impact marketing strategies that align with client goals and drive business growth. Responsible for market research, identifying consumer insights, and analyzing competitive landscapes to craft compelling brand narratives. | Brands: Gulf Oil, Aditya Birla Capital, VIP Bags

HAVAS GROUP HEAD STRATEGY

Havas Creative | Nov 2022 - Jan 2024

Leading a lean & dynamic team of four, managing aspects of strategic planning to support new business pitches & projects across Havas. Driving tangible business results to strengthen creative ideas by grounding them in consumer, culture & category insights.

- Partnering with brand teams to drive strategy, creative ideation, and campaign development.
- Supporting new business pitches & projects.
- Aiding in writing case studies for awards.
- Award Wins for Aegon Life - Abby's - Bronze & Shark - Gold

Brand Portfolio: Burger King, Durex, Aegon Life, BOSCH, Air Asia, JBL, Harman Kardon, Bel Cheese, Citroën, Lionsgate Play, King C. Gillette, Emeritus, Head & Shoulders, ITC (Bingo!, Tedhe Medhe, Mad Angles).

HAVAS SENIOR BRAND PLANNER

Havas Creative | Nov 2021 - Nov 22'

Responsible as an individual contributor for aspects of strategic planning across Havas and strengthening creative ideas by grounding them in strategic consumer, culture & category insights.

HAVAS DIGITAL STRATEGIST

Havas Creative | November 2020 - Nov 21'

Established brand communication strategy, prepared creative briefs, developed communication & key messaging for campaigns.



ACCOUNT EXECUTIVE

Indigo Consulting | Jun 2019 - Nov 2020

Brands: YouTube India, YouTube Creators India, YouTube Originals, YouTube Music and L'Oréal Paris.

- Accurate minuting and interpretation of client conversations. Breaking down of client briefs and sharing thought starters with content and design.
- Partnered with content and design teams to drive smooth operations and delivery end to end; QC processes, execution and updation of posts.
- Scouted and created conversational opportunities for YouTube India & YouTube Creators India across their social handles.
- Responsible for social media execution and ORM for YouTube India, YouTube Creators India & L'Oréal Paris India.
- Aided in the development of Website & E-commerce banners for L'Oréal Paris India.

PROFESSIONAL SKILLS

Brand Strategy
Campaign Strategy
Social Media strategy
Cultural Insight Mining
Qualitative Research
Digital Strategy
Content Marketing
Account Management

PERSONAL SKILLS

Creative Spirit
Reliable & Professional
Organized & Punctual
Time Management
Team Player
Fast Learner
Motivated

CONTACT

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Maharashtra - 400012

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3rd Floor, Plot#150, Journalist
Colony, Phase 3, Gachibowli,
Hyderabad, Telangana - 500032

ADDITIONAL INFORMATION

Languages: English, Hindi and Telugu.
Interests: Debating, Gym, Treks & Music

DOB: 28/11/1997

EDUCATION

BACHELORS IN BUSINESS ADMINISTRATION (BBA),
Specialisation in Marketing Baccaulaureate: (3.04/4 GPA)

MBA, 24' - 26'	TBA	IIM Ahmedabad
BBA, 2019	3.04 GPA	NMIMS, Mumbai
HSC, 2015	84.5%	FIITJEE, Hyderabad

PROJECTS & LEADERSHIP EXPERIENCE

Internships:

Creativeland Asia Pvt.
May 2018 - Jul 2018



Departments: Account Management

- Analyzed digital campaign performance
 - Worked on building Digital Presence of brands such as Godrej & Mercedes Benz(Blog/Social Media)
 - Creating Competitor Analyses for strategy and communication
 - Helped integrate SEO tactics for online blogs.
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TEDxJuhu'16
Nov 2015 - Apr 2016



Organizing Committee Member

- Helped boost sales through cold calling
 - Aided in the recruitment & management of talent for the event
 - Integral role in the mechanics for event planning
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EXTRACURRICULARS & AWARDS

- Gold | Havas India | Shark Awards - Aegon Life | World's First Singing Print Ad
- Bronze | Havas India | Abby's - Aegon Life | World's First Singing Print Ad
- President, DebSoc (Debating Society, NMIMS), 2018-2019
- NGO Volunteer, The Green Nest, (Projects: Literacy program for underprivileged children, and maintain the official blog as part of the communications department.)
- Head Boy (2012-2013), Meridian school, Hyderabad