

Arya Jain

BRAND STRATEGIST · CREATIVE MARKETER

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SUMMARY

Brand strategist and creative marketer with **9+ years** leading brand strategy, integrated campaigns, and launches for consumer brands, platforms, and culture-led properties across entertainment and sports. I help brands find a clear place in culture and turn marketing ideas into measurable business impact.

EXPERIENCE

Dentsu Amplifi — Brand & Creative Strategy Manager

Mar 2026 – Present

- Lead brand and creative strategy across client pitches and live campaigns, translating business goals into clear positioning, narratives, and integrated campaign ideas.
- Authored the digital campaign architecture for Metro Shoes' Coastal Charms Summer 2026 launch, currently live, while leading brand positioning and content for Share.Market by PhonePe, launch strategy for the Flipkart × Uber Supercoins rewards programme, and top- and mid-funnel content innovations for Hyatt Hotels.
- Run client workshops, mentor junior strategists, and shape the agency's strategic point of view.

SoCheers — Associate Strategy Group Head

Mar 2025 – Feb 2026

- Led brand and campaign strategy for consumer, entertainment, and youth brands across JioHotstar, Amazon MX Player, TCS, Tata Soulfull, Superdry, Mansion House, and Dream11, owning direction from pitch through launch.
- Authored launch strategy for three OTT tentpoles that all went live, including Special Ops 2 on JioHotstar, which delivered **24.4M reach** and **1.5M engagement**, alongside Hunter S2 and Jamnapaar S2 on Amazon MX Player.
- Shaped launch positioning for Superdry Sport India and the Mansion House Flandy youth relaunch by Tilaknagar Industries, both of which went live in December 2025.

11Wizards — Marketing Content Manager

Aug 2024 – Jan 2025

- Scaled India's fastest-growing fantasy cricket platform through content-led growth, contributing to **2M+ downloads**, **260M+ fantasy teams created**, and **100K+ daily active users**, with the app reaching India's **#4 highest-grossing sports app** during IPL 2025.
- Owned content, partnerships, and acquisition marketing while launching a subscription product that reached **\$230K in annual revenue**.

Sportz Interactive — Content Manager

Jan 2022 – Jun 2024

- Led content, brand, and campaign strategy for Mumbai Indians, Punjab Kings, Delhi Capitals, and Reliance Foundation Sports, alongside global football clubs and competitions including Watford FC, RB Leipzig, Bundesliga, and UEFA, working closely with broadcasters such as JioCinema and Sony LIV.
- Delivered **850M+ YouTube views** for Mumbai Indians, **153.6% YoY engagement growth** for Prime Volleyball League, and **60M+ organic impressions** for the Lehra Do Team India campaign during the 2023 Asian Games.
- Managed a **20+ person team** across design, video, social, and creative.

Thakur Education Group — Brand Manager

Jul 2021 – Jan 2022

- Led brand marketing across six institutions, owning digital and on-ground channels end-to-end, driving **2.5x year-on-year lead growth** and launching cultural IPs such as Thakur Taarangan 2021 that generated **3M+ organic impressions** and a **236% rise in website traffic**.

Spurs Football Academy — Marketing & Promotions Specialist

Dec 2019 – Jul 2021

- Built the academy's brand and community presence from the ground up, driving **10x lead growth**, scaling social reach to **~650K monthly**, and securing partnerships with Decathlon and ISL clubs through grassroots events.

Bottomline Media — Media Relations Associate

Jan 2017 – Nov 2019

- Supported press conferences, interviews, and celebrity promotions for Amazon Prime Video originals including Mirzapur, The Family Man, Made in Heaven, and Four More Shots Please!

Sports4All — Copywriter

Aug 2016 – Nov 2016

- Wrote long-form features and match reports covering European and international football.

SKILLS

Brand Strategy & Positioning · Creative Strategy · Integrated Campaign Planning · Cultural Insight & Storytelling · Partnerships & Sponsorship Marketing · Pitch Leadership & New Business · Creative Direction

EDUCATION & LANGUAGES

University of Mumbai — B.A. in Multimedia & Mass Communication (Advertising)

June 2023

Languages: English · Hindi · French