

Rahul Babu A

Creative Director and Brand Strategist with 9+ years of experience leading digital campaigns, brand ecosystems, and creative teams across F&B, fashion, real estate, and lifestyle sectors. Expert in transforming brand narratives through insight-driven storytelling, design thinking, and cross-platform campaigns. Known for building brands that blend culture and commerce from launching heritage icons like Gloria Vanderbilt in India to shaping viral identities for 1522 and FILA.

Marketing Manager Creative Strategist

Bangalore, India

+91 95911 80705

theraulyadav@gmail.com

Key Brands

1522 The Pub • FILA India •
Puravankara • Gloria Vanderbilt •
Sally by 1522 • Primus Senior Living •
Sumadhura • Pacifica • Aster
Hospitals • ALT DRX • Nissin •
Cup Noodles • Cleartax • MilesOne
• Mojo Campus

Industries

Food & Beverages
Fashion
Medical
Real Estate
Start-ups
Technology
Finance
Branding
Marketing
Hospitality
Nursing
Fast Moving Consumer Goods

Work

Manager Digital & Content Strategy

ODigMa Consultancy Solutions
Mar 2023 – Present

- Lead a 20-member creative and strategy team across 40+ national brands, defining campaign narratives, tone, and design direction.
- Built brand ecosystems and social frameworks for FILA India, 1522 The Pub, Gloria Vanderbilt, and ALT DRX.
- Directed influencer and digital campaigns achieving multi-million reach and measurable engagement growth (e.g., 1522 grew from 4K → 14.3K followers organically).
- Conceptualised and produced brand films and launch campaigns for Puravankara, Sumadhura, and Primus Senior Living.
- Drove creative innovation by merging storytelling, design, and data for lifestyle and real-estate verticals.

Head of Marketing | Social Strategist

Miles Education (MilesOne, SoBA, Mojo Campus)
Jun 2021 – Mar 2023

- Managed brand identity, social content, and campaign strategy for multiple in-house education brands
- Led a 40-member team comprising designers, writers, and editors
- Directed launch strategies, digital events, and video-first ad campaigns for the Pan Indian market.

Senior Graphic Designer

Leather Touch
Jul 2020 – Apr 2021

- Created visual identity systems, digital campaigns, and marketing material for fashion retail

Graphic Designer

Prompt Power Systems
Apr 2019 – Jan 2020

- Designed print and digital media for corporate and industrial clients

Skills

Creative Strategy

Social Media Strategy
Brand Positioning
Digital Marketing Campaigns
Content Creation & Copywriting
Creative Direction
Team Leadership
Influencer Marketing
Cross-Functional Leadership
Paid Media Optimisation
Ad Scripting

Tools

Adobe After Effects
Adobe Photoshop
Adobe Premier Pro
Adobe Illustrator
Figma
Adobe XD
ChatGPT
Claude
Canva
Da Vinci Resolve
Meta Ads
LinkedIn ads

Education

Senior Secondary

National Institute of Open Schooling (NIOS)

Secondary

East Wood High School

I'm Bad At *

*Creating Sh*t Work*
Making People Feel Bad
Chilling While Others Suffer
Delivering Poor Results
Talking To MFs With An Authoritative Tone

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Nursing
Fast Moving Consumer Goods

Creative and performance-driven digital strategist with 9+ years of experience in content strategy, social media marketing, brand building, and creative direction. Proven success in leading large-scale campaigns, managing cross-functional teams, and building brand ecosystems from the ground up. Hands-on with 40+ brands across F&B, fashion, real estate, and education sectors.

Work

Manager Digital & Content Strategy

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- Headed a team of 20 strategists, designers, and content creators across 40+ brands
- Delivered campaigns across real estate, F&B, lifestyle, and fashion sectors
- Grew 1522 The Pub's Instagram from 4K to 14.3K followers through viral content
- Developed influencer-led campaigns for FILA India in collaboration with Netflix's *Class* cast
- Built brand frameworks and launched Sally by 1522, Gloria Vanderbilt (India), and ALT DRX
- Wrote and produced ad films for Puravankara, Sumadhura, Nissin & 1522.

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Portfolio ↗