

PROFILE

Strategic Brand & Product Marketing Leader with 15+ years of experience building and scaling consumer-centric brands across FMCG, D2C, hospitality, and lifestyle sectors. Expertise in go-to-market strategy, product innovation, brand positioning, and integrated marketing. Recently completed Digital Marketing & Applied AI at IIM Tiruchirappalli, strengthening capabilities in performance marketing, consumer insights, and marketing analytics.

EXPERIENCE

2023–Present

Humble Yeti



Brand & Product Consultant

- Led end-to-end GTM strategy for "Humble Yeti Pancakes," launching a 4-flavor portfolio and improving product-market fit through structured consumer trials and feedback loops.
- Drove product innovation across millet snacks, protein bars, and rice cakes, contributing to portfolio growth and customer adoption in the healthy kids category.
- Built the brand identity and clean-label positioning strategy, strengthening brand recall and differentiation in a competitive FMCG landscape.
- Directed multi-channel content, packaging, and creative campaigns aligned to modern Indian lifestyles.
- Managed cross-functional coordination across founders, agencies, and manufacturers, ensuring consistent execution and accelerated launch timelines.

2014–2021

Andaman Anchorage



Co-Founder & Brand Partner

- Led market entry strategy and scaled hospitality operations from 2 to 9 rooms within the first year.
- Built and optimized multi-channel distribution across Airbnb, Booking.com, and direct booking channels.
- Repositioned the property into a premium hospitality experience, increasing repeat customer bookings.
- Increased revenue through strategic tourism partnerships and curated guest experiences.
- Established a differentiated locally rooted hospitality brand, sustaining profitability and operational continuity over 7+ years.
- Managed end-to-end business operations including vendor management, team leadership, customer experience, and service delivery.



VINISHA DUGAR

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EDUCATION

2025–2026

Digital Marketing & Applied AI
IIM Tiruchirappalli

2014

Managing Fashion & Luxury Companies
University Bocconi (Coursera)

2004–2019

Economics Major
Sophia College, Mumbai University

2009–2014

The Fishing Hook



Founder & Creative Lead

- Built and scaled a D2C lifestyle brand leveraging social media-led storytelling and customer centric brand positioning.
- Identified product-market fit through customer insight analysis, achieving sell-through rates.
- Expanded into international B2B markets including the US and Germany through strategic collaboration positioning and pricing models.
- Managed the end-to-end product lifecycle including sourcing, merchandising, branding, pricing, and distribution.
- Secured media coverage in The Economic Times and The Times of India, strengthening brand visibility and credibility.

2005–2012

Creative Strategy & Media Production

Creative Lead & Visual Stylist

- Contributed to mass-market storytelling and audience engagement through television production work on Kayamath (Star Plus).
- Led visual styling and creative direction for films including Aisha and Shootout at Wadala, supporting premium visual storytelling and brand imagery.
- Delivered styling and merchandising strategy for national campaigns and premium brands including Toyota, Tata Docomo, Bajaj, and luxury jewelry retailers.
- Supported luxury positioning initiatives through event styling for I AM SHE – Miss Universe and premium experiential campaigns.

CAPSTONE PROJECT

Artopia – Integrated Digital Marketing Capstone

- Developed the "Palette of Emotions" brand identity and positioning strategy for a creative lifestyle brand.
- Mapped customer journeys and audience segmentation across four key user personas.
- Designed a multi-platform content strategy for Instagram, Pinterest, and YouTube across the full marketing funnel.
- Planned an integrated media investment framework and campaign strategy aligned with business growth objectives.
- Created A/B testing and performance optimization frameworks to support data-driven marketing decisions.

CORE COMPETENCIES

- Brand Positioning, GTM Strategy & Market Entry
- Consumer Insight-Led Product Innovation
- Portfolio Expansion & Scaling
- Digital Marketing & Applied AI
- Performance Marketing
- Content Strategy
- Strategic Partnerships
- Stakeholder Management