

# Sakhi Todi

## BRAND STRATEGIST

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## Profile

Witty and tenacious Strategist bringing cross category experience with a unique global perspective. By carefully examining culture and data, I seek to create intimate and future forward brand experiences

## Education

### Master's in Branding

School of Visual Arts | New York, NY | 2019

- **Client Projects:** YouTube, Peloton  
*Presented to Client C-Suites six times*
- **Courses:** History of Branding, Ergonomics, Biomechanics, Research and Data Analytics, Business and Finance, Anthropology, Consumer Psychology, and Persuasion
- **Application:** Brand Equity Management, Positioning, Naming, Voice, Brand Architecture, Cultural Analysis, Storytelling, Frameworks, and Insight Development

### BA Journalism & Communication

Manipal University | India | 2016

- Advertising Major

## Skills

Strategic Thinking Brand Positioning  
Qualitative Research Insight Generation  
Competitive Analysis Creative Strategy  
Brand Narrative & Copywriting Naming  
Brand Architecture Customer Journey  
Brief Writing Talkwalker Google Analytics  
Email Marketing Keynote Adobe Suite

### Languages:

Hindi | Bengali | Sanskrit | German

## Honors

### Best 100 Day Project | 2019

Nogasms - Investigating the Orgasm Gap

### Press Features | 2020

Print Magazine  
The Independent

## Experience

### BrandOpus

Brand Strategy & Comms | New York, NY | May 2021 - Present

- Informed the strategy for five client projects in the CPG and F&B space
- Uncovered insights and opportunities in the zero alcohol market, premium wines, convenience store comms, and event apps by building category audits
- Supported new business by conducting critical market research and refining creative strategy for two winning pitches, analyzed brand and business challenges for prospective clients in the beverage space
- Explored naming themes for an events app and luxury wine brand, generated 300+ names, trademark tested 500+ names, prepared naming rationales
- Crafted and refined brand narratives for a men's grooming comms campaign

### Shoot My Travel

Strategist | New York, NY | June 2020 - November 2020

- Led the development of a new market expansion strategy for a travel photography marketplace to future-proof their brand in response to COVID-19
- Directed branding workshops with C-Suite to analyze the customer journey, define brand characteristics and Naming. Tested 200+ trademarks & domains
- Crafted a scalable strategic positioning by generating insights through cultural audits, competitive analysis, stakeholder interviews and trend analysis

### Ricciardi Group

Client Strategy | New York, NY | October 2019 - March 2020

- Critically analyzed brand, consumer, market, and messaging to draw insights for Fintech brands including Splitit, iCapital, Vista Equity, RBC and CreditSights
- Crystallized a strategy to rebrand a payment platform and distilled insights into distinct brand messaging, architecture, and design. Client successfully went public in June 2020 citing a growth of 460% compared to 2019

### Lucid Concepts

Social Media Strategist | India | March 2017 - May 2018

- Developed social media content strategies and streamlined verbal identity of 10+ Restaurants, Bars and NGO's across India for increased brand awareness
- Created 400+ new Facebook content, generating up to 200% impressions per brand on average, translating to a 30% boost in annual revenues approx

### Protouch Sports

Business Development Manager | India | June 2016 - March 2017

- Strategized directly with the CEO to successfully launch a new golf Media and E-Commerce and brand in three months, valued at \$20,000 approx
- Conducted consumer and golf market analysis and 20+ stakeholder interviews
- Designed brand identity, website, brand guidelines, and investor decks
- Curated, edited and outsourced 400+ articles for the platform. Managed and trained junior staff in content management and social media optimization.

### Ogilvy & Mather

Copywriting Intern | India | May 2015 - July 2015

- Ideated print, television and radio ad campaigns for five global FMCG & Telecom brands including Vodafone, Pidilite, Exim Bank, Perk and Fivestar