

Sakhi Todi

BRAND STRATEGIST

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Experience

BrandOpus | Junior Strategist | NYC | May 2021 – Oct 2022

- Crafted brand strategy, positioning, verbal identity through cultural intelligence for 12+ brands within the LVMH, Moët Hennessy, Molson Coors, P&G Ventures, Kraft Heinz and Bollinger sub-brand portfolios, driving differentiation in CPG.
- Led competitive analysis and cultural audits across 6+ global markets identifying consumer insights and trends in zero-proof, maximalism, brand architecture.
- Developed naming frameworks, generating and trademark-evaluating 1,000+ names in tech, wine, pet-care, personal care, and beverages.
- Synthesized cultural foresight and trends to help secure high-impact business.

222MILLS Portfolio | Brand & Digital Strategy Lead | NYC | 2024 – 2025

- Led the brand and digital transformation of 222MILLS, repositioning it from a rental listing to a thriving hospitality and entertainment hub.
- Built brand ecosystem from scratch, from visual identity, naming, positioning, storytelling, brand architecture and marketing strategy for its distinct businesses.
- Created digital presence across platforms and designed four websites with UX/UI, SEO, GTM and booking tools, boosting online conversions by 30%.
- Drove a full-funnel go-to-market strategy, leading paid & organic campaigns across Meta & LinkedIn, increasing engagement by 90% and foot traffic by 300%.

CHROM Toothpolish | Digital Strategy FREELANCE | NYC | 2023 – 2024

- Diagnosed brand and growth issues post-TikTok virality, identifying retention gaps, audience confusion, and barriers to sustained success oral beauty category.
- Developed and executed influencer and social strategy, reaching 200+ influencers and driving a 250% engagement surge, while optimizing UX and CRM to increase repeat purchases by 40% and website traffic by 50%.
- Advised on long-term brand positioning, defining whether CHROM should lean into tooth whitening or tooth makeup for market clarity and differentiation.
- Built a credibility roadmap, outlining pathways for regulatory approvals, third-party endorsements, and brand equity initiatives to establish consumer trust.

Angle Photography | Expansion Strategy FREELANCE | NYC | 2020

- Led competitive positioning and cultural audits, defined scalable brand strategy.
- Conducted customer journey and naming workshops refining voice and copy.
- Identified whitespace in digital experience to increase bookings post pandemic.

Ricciardi Group | Strategy Intern | NYC | Oct 2019 – Apr 2020

- Analyzed brand, consumer, and market insights for fintech clients - Splitit, iCapital, Vista, and CreditSights and refined positioning and messaging.

Golfrade | Brand Launch & Strategy Lead | India | Jun 2016 – Apr 2017

- Built and launched a niche e-commerce & media brand in golf, leading brand positioning, identity, digital strategy, increasing early customer engagement.

Ogilvy & Mather | Copywriting | India | May 2015 – Aug 2015

- Ideated 100+ ad copies for print, TV, and radio for Vodafone, Pidilite, Mondelez.

Profile

Strategist with a challenger mindset, merging sharp brand writing and digital expertise to shape bold, culturally fluent category-defining brands.

Education

Masters in Branding

School of Visual Arts | NYC | 2019

- Clients: YouTube, Peloton

BA Journalism & Communication

Manipal University | India | 2016

- Advertising Major

Skills

Strategy: Competitive Analysis Cultural

Audit Insight Generation Customer

Journey Mapping Strategic Positioning

Content: Copywriting Naming Verbal

Identity Brand Narrative Deck Design

Digital & UX: UX/UI Website Strategy

Google Analytics GTM HubSpot CRM

Marketing & Social: Content Strategy

Social Media Strategy Engagement

Influencer Marketing Meta Ads A/B Test

Awards & Recognition

Best 100 Day Project | SVA | 2019

Nogasms - Satire on the Orgasm Gap

Industry Recognition & Press

[Print Magazine](#) - Nogasms

[The Independent](#) - Nogasms

[The New York Times](#) - 222Mills

Passion Projects

Nogasms - Satirical illustrated series

A bold and witty visual commentary on gender norms and female sexuality.