

Amit Kr. Singh

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Profile Summary

Marketing leader specializing in **Brand Strategy, Digital Marketing, and Growth Campaigns**, with proven success across **EdTech, FinTech, and Sustainability** sectors. Currently serving as **AVP Marketing at WAE**, where I lead **digital-first brand initiatives** that drive sustainability by eradicating plastic bottles and reducing carbon and water footprints. Skilled in **360 degree marketing** to build high-growth, future-ready brands. Recognized for rapid career progression, flagship campaigns, and building high-performing marketing teams.

Core Skills

- Brand Strategy & Identity
 - Growth Marketing & Campaigns
 - Digital Marketing Strategy
 - Social Media Marketing (LinkedIn, Meta etc)
 - Content Strategy & Storytelling
 - Email Marketing & Marketing Automation
 - Web & UI/UX Marketing Optimization
 - Analytics & Data-Driven Decision Making
 - Marketing Communications
 - PR, Corporate Branding & Employer Branding
 - Cross-functional Team Leadership
 - ATL, BTL & Integrated Marketing
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Professional Experience

WAE Ltd. | AVP – Marketing & Communications | May 2024 – Present | Noida

- Lead **integrated digital and brand marketing strategies** to position WAE as a pioneer in sustainable water solutions.
- Directed **SEO, SEM, and social media campaigns** to increase lead generation and digital visibility.

- Spearheaded the **corporate website redesign** (UI/UX, content, SEO), improving organic traffic and engagement.
- Launched **email marketing and marketing automation tools**, boosting campaign efficiency and nurturing leads.
- Implemented **AI-driven marketing analytics** for campaign optimization and audience targeting.
- Built and managed a cross-functional team (content, digital, design, analytics) to execute multi-channel campaigns.

FIITJEE | DGM – Marketing (Special Projects Division) | Apr 2023 – Nov 2023 | New Delhi

Directed **B2C and B2B campaigns** across digital, ATL, and BTL platforms, strengthening FIITJEE's market presence.

Oversaw **digital communication initiatives**, enhancing brand credibility and student acquisition.

Managed **employer branding, PR, and corporate reputation campaigns**, improving trust with stakeholders.

Introduced **data-driven campaign tracking** to improve ROI and optimize marketing spends.

Grip Invest | Manager – Social & Digital Branding | Sep 2022 – Mar 2023 | Gurugram (Remote)

- Managed **digital-first campaigns** to expand Grip's FinTech brand presence.
- Designed the **Diwali Investment Campaign**, boosting investor engagement and platform adoption.
- Created **content marketing and video strategies** for social media, driving organic reach and investor education.
- Collaborated on **employer branding and corporate communication projects**, strengthening Grip's digital identity.

Aakash Education | Assistant Manager → Senior Manager – Marketing | May 2020 – Aug 2022 | New Delhi

- Achieved a **triple promotion** for consistently delivering impactful marketing initiatives.
- Executed the “**Success is Waiting**” campaign with Yuvraj Singh, building strong national brand recall.
- Led **ANTHE promotions and EduTV campaigns**, expanding digital reach and student engagement.
- Developed **multi-channel digital campaigns** across SEO, social media, and paid ads.
- Crafted **video scripts, creative storytelling, and integrated content strategies** that improved engagement.

LoanJugaadu.com | Assistant Manager – Marketing | Nov 2016 – Apr 2020 | Gurugram

- Developed and executed **digital marketing campaigns** including social media, content, and performance ads.
 - Conducted **market research, SEO audits, and audience segmentation** to refine campaign strategies.
 - Built partnerships that improved **brand visibility across online and offline channels**.
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Education

Master of Journalism & Mass Communication (MJMC) | Swami Vivekanand Subharti University (SVSU)

Bachelor of Journalism & Mass Communication (BJMC) | Galgotias University |