

VIVEK BHATIA

Marketing Leader · Creative & Brand Strategy · Content & Editorial · AI-Enabled Execution · Agency · Brand · Startup

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PROFILE

Marketing professional with 12+ years across global agencies, in-house brands, and a founder-led startup. Rooted in a copy and creative background, with deep expertise spanning integrated campaign marketing, content and editorial leadership, brand strategy, and product marketing — across ATL, BTL, digital, and retail ecosystems. Has led cross-functional teams of creatives, account managers, project managers, and production specialists, working directly with CMOs, founders, and business leaders to translate objectives into measurable outcomes.

An early and hands-on adopter of AI in marketing — applying LLM-based tools and production systems to content at scale, localisation, and workflow automation. Brings together the strategic instinct of a marketer, the craft of a writer, and the operational discipline of a founder.

CORE CAPABILITIES

- Marketing Strategy & Brand Architecture
- Integrated Creative Campaigns (ATL, BTL, Digital)
- Content & Editorial Leadership
- Product & Consumer Marketing
- GTM Planning & Launch Strategy
- Retail & Omni-Channel Marketing
- Team, Agency & Partner Leadership
- AI-Augmented Marketing Systems

EXPERIENCE

Co-Founder & CEO | **Tikao Technologies Pvt. Ltd.** Jul 2023 – Present

- Founded an AI-native marketing and content company delivering creative work at scale, localisation, and marketing systems for enterprises, startups, and SMBs across edtech, BFSI, and enterprise tech.
- **InstaOwl (EdTech)** — Built 1,000+ micro-learning videos for CBSE Tier 2–3 students using a proprietary AI production stack; significantly reduced cost and turnaround without compromising curriculum quality.
- **Wipro Northwest (Switch Business)** — Led end-to-end brand marketing strategy, content strategy, and social media management; built brand positioning and digital presence for their Switch product vertical.
- Built **Rent Agents**, a proprietary SMB product offering websites, positioning, and content foundations for founders and small businesses; clients include ChooseKind, TaxSage (Singapore), and Wipro Northwest.

Assistant General Manager – Marketing | **Metro Brands Ltd.** Jan 2023 – Jul 2023

- Led 360-degree marketing initiative for **Biofoot — India’s first orthotic footwear brand** — from consumer positioning to retail launch at Metro House, Mumbai.
- Led seasonal ATL and BTL campaigns for Metro Shoes across 1,000+ stores pan-India; managed integrated production workflows, budgets, and agency partners end-to-end.
- Drove brand strategy, communication hierarchy, and omni-channel retail marketing across a large, multi-city store footprint.

Independent Consultant 2022

- Co-hosted and produced **Cut to Movies**, a world cinema podcast under Ideabrew Studios, exploring global cinema culture and storytelling.
- Explored Web3 and decentralised community models through active participation in Superteam DAO on the Solana ecosystem; developed early understanding of token-gated content and community-led brand building.
- Creative marketing consultant at **Makani Creatives** — led internal creative training and delivered brand work for clients including Shoppers Stop and Metro Brands Limited.

Brand Marketing Head | **Indiabulls Financial Services** Apr – Dec 2021

- Positioned Dhani as a top-5 finance app in India — achieving **50M+ installs and 4.5M paid subscribers** by transforming it into a super app spanning finance, healthcare, and e-commerce.
- Led brand and marketing communications for **Dhani Financial Services** across campaign strategy, brand positioning, and integrated execution across digital and offline channels.
- Coordinated internal teams and external agency partners to deliver concurrent campaigns in a fast-paced, high-growth consumer fintech environment.

Group Creative Director · Integrated Content Lead | **22feet Tribal Worldwide (Omnicom Group)** Sep 2017 – Apr 2021

- **#MakeYourChoice** and **#EatQual** for McDonald’s — strategic campaigns that drove cultural relevance and brand love; led digital app campaigns to drive in-store footfall and built out the McCafe and Good Food category codes.

- Delivered integrated creative, social media, and content work for Disney+ Hotstar, Volkswagen, YouTube Creators, Godrej Script, Mahindra Rise, Club Mahindra across ATL, digital, social, and retail.
- Operated as the strategic and creative bridge between business, account management, and production — translating briefs into scalable platforms across offline and online touchpoints.
- Award-winning work recognised at **Kyoorius Creative Awards and One Show**.

Senior Content Manager | Experience Commerce (now Cheil Worldwide)

Mar 2015 – Aug 2017

- Led digital and retail communications for **Lenovo India** across laptops, tablets, and mobile — including creative campaigns, product launches, and brand and performance marketing.
- Managed end-to-end content and production workflows for Lenovo and Tata Soufull, coordinating with agencies, third-party partners, and production vendors across concurrent mandates.

Assistant Multimedia Editor | Filmfare · Times of India Group

Jun 2010 – Mar 2015

- **Built Filmfare’s entire digital footprint from scratch** — launched and managed all social media channels, the website, and digital editorial operations for one of India’s most iconic entertainment brands.
- Led multimedia content production across video, celebrity interviews, editorial features, and audio; managed the brand’s evolution through India’s print-to-digital transition.
- Core team member for the launch of Filmfare Awards East; managed editorial coordination for the North and South award properties — spanning events, ATL, and BTL.

AWARDS & RECOGNITION

Kyoorius Creative Awards · One Show · Recognised for integrated creative work at 22feet Tribal Worldwide (DDB Mudra / Omnicom Group)

REPRESENTATIVE BRAND PORTFOLIO

McDonald’s · Volkswagen · Disney+ Hotstar · YouTube Creators · Lenovo · Wipro · HDFC Bank · Metro Brands · Godrej · Mahindra Rise · Puma · Club Mahindra · Tata Soufull · Filmfare

AI TOOLS & PLATFORMS

Foundation Models: Claude (Anthropic) · GPT (Open AI) · Gemini (Google) · Google AI Studio · Codex

Content & Creative: ElevenLabs · Midjourney · RunwayML · Sora · Adobe Firefly · HeyGen

Workflows & Automation: n8n · Make · Cursor · Perplexity · NotebookLM · Webflow

EDUCATION

Diploma in Communication & Journalism · St. Xavier’s College, Mumbai

Senior Secondary · GEMS Education, Dubai, UAE

LANGUAGES

English (Fluent) · **Hindi** (Fluent) · **Sindhi** (Conversational) · **Arabic** (Basic)

BEYOND WORK

Published Audiobook VO Artist — 4 titles on Audible, including **Soli Sorabjee** (biography by Abhinav Chandrachud) and **The Hidden Hindu** mythology series (Akshat Gupta).

Podcast Host — **Cut to Movies** (Ideabrew Studios) — world cinema, co-hosted and independently produced.

LinkedIn Newsletter — Writes on AI tools and marketing for non-technical practitioners. A non-tech AI generalist with a creative instinct and a writer’s sensibility.