

Ritvik Rao

Brand Strategist · FICTIONAL SAMPLE
Ahmedabad, India

Skills

positioning

Applied to positioning review through documented preparation, execution and review.

audience research

Applied to brand architecture study through documented preparation, execution and review.

competitive analysis

Applied to message validation programme through documented preparation, execution and review.

brand architecture

Applied to positioning review through documented preparation, execution and review.

workshop facilitation

Applied to brand architecture study through documented preparation, execution and review.

messaging

Applied to message validation programme through documented preparation, execution and review.

creative strategy

Applied to positioning review through documented preparation, execution and review.

research synthesis

Applied to brand architecture study through documented preparation, execution and review.

Certifications

Message architecture studio

Meridian Professional Learning Studio (fictional) 2023 continuing learning - not a licence or certification Positioning and brand architecture in the context of brand strategist work. Used reflective exercises and a bounded practice example related to positioning review.

Stakeholder communication workshop

Meridian Professional Learning Studio (fictional) 2024 continuing learning - not a licence or certification Audience research and workshop facilitation in the context of brand strategist work. Used

Summary

Fictional demonstration candidate. All employers, education, projects, achievements and outcomes are illustrative and unverified. Not a real application or licence record. Brand Strategist with an illustrative 13-year career in brand strategy, public communication and audience insight. Combines positioning, audience research, competitive analysis with disciplined documentation, practical coordination and clear communication. The sample career progresses from focused execution to independent workstream ownership, with responsibilities and boundaries described for each appointment. Selected work includes positioning review, brand architecture study and message validation programme. These examples explain the original problem, individual contribution, deliverables, review approach and remaining limitations rather than relying on unsupported headline claims. Prepared for experienced brand strategist opportunities requiring dependable delivery, thoughtful professional judgement and collaboration. The qualification narrative includes MBA in Brand Strategy. Every named organisation and outcome in this record is fictional; professional eligibility is not independently established. Turn a clear brief into dependable brand strategy, public communication and audience insight work: understand the context, apply positioning and audience research, record the evidence and explain the limitations before handover.

Experience

Brand Strategist - Meridian Brand Communications (fictional)

2022-07 - Present

Independent ownership of scoped brand strategist work, coordinating contributors and making review requirements explicit. Includes the first two selected work examples. Synthesised interviews into distinct positioning options. Mapped relationships and developed a coherent naming rationale. Led brief clarification and prioritised work using positioning, audience research and competitive analysis. Raised unresolved constraints before committing to the next stage. Coordinated peer reviews and handover preparation; used a audience and message brief to distinguish completed work, assumptions and follow-up needs. Supported colleagues with practical examples of brand architecture and maintained a concise learning record after important assignments. Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

Senior Brand Strategist - Northline Brand Communications (fictional)

2018-07 - 2022-06

Owned defined assignments and supported cross-functional coordination. Developed deeper practice in competitive analysis and brand architecture. Tested message comprehension and documented limitations. Translated incoming requirements into a sequenced plan and aligned responsibilities with the project or service owner. Applied workshop facilitation and messaging to resolve delivery questions while maintaining source and decision notes. Introduced reusable working documents and reviewed exceptions with the responsible specialist rather than silently changing scope. Prepared a research or campaign learning report so the next team could understand the work and remaining questions. Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

Brand Strategist - Cedarbridge Brand Communications (fictional)

2015-07 - 2018-06

Progressed from supported tasks to independently managed assignments, with review available for unfamiliar or higher-risk decisions. Handled recurring work involving positioning and audience research using a documented preparation



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reflective exercises and a bounded practice example related to brand architecture study.

Research interpretation practicum
Meridian Professional Learning Studio (fictional) 2025 continuing learning - not a licence or certification Competitive analysis and messaging in the context of brand strategist work. Used reflective exercises and a bounded practice example related to message validation programme.

Languages

English
professional working - fictional sample

Hindi
professional working - fictional sample

and review process. Supported brand architecture study by organising inputs, maintaining issue notes and incorporating reviewer feedback. Coordinated colleagues and internal stakeholders using concise status updates, clear questions and agreed next steps. Improved record consistency through creative strategy and documented handover expectations. Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

Assistant Brand Strategist - Cedarbridge Brand Communications (fictional)

2013-07 - 2015-06

Built practical foundations through supervised assignments, routine documentation and feedback from experienced colleagues. Assisted with positioning and competitive analysis within an agreed scope and escalated unfamiliar work. Prepared inputs and checked completeness before passing work to the responsible reviewer. Maintained task records and learned to communicate assumptions, constraints and observed problems clearly. Applied review feedback to subsequent assignments and developed a dependable working routine. Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

Education

MBA in Brand Strategy - Asterbridge Institute of Professional Studies (fictional institution)

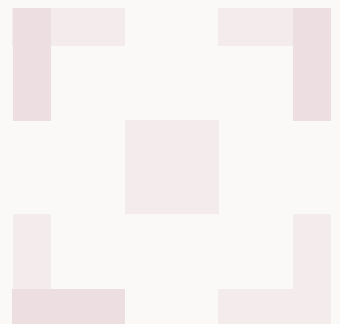
2011-07 - 2013-05

completed - fictional record positioning audience research brand architecture Specialist study on positioning review; an illustrative learning project, not a published result.

Bachelor's in Communication - Cedarhaven College of Applied Studies (fictional institution)

2008-07 - 2011-05

completed - fictional record competitive analysis workshop facilitation messaging Applied coursework in positioning, documentation and reviewed practical assignments.





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Projects

Positioning review

Fictional internal work programme in brand strategy, public communication and audience insight; not a real client case study. Problem: The business described capabilities without a clear audience. Objective: Create a workable response to this issue through positioning, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up. Brand Strategist; owned the stated workstream, not the full organisation or every collaborator contribution. Synthesised interviews into distinct positioning options. Prepared the scope with the commissioning team, identified unresolved inputs and used positioning to turn the brief into a sequenced work package. Applied audience research and competitive analysis while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes. Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed. Methods: positioning; audience research; competitive analysis; brand architecture Deliverables: Positioning review - scoped brief; Positioning review - reviewed working package; Positioning review - handover and learning summary Review: Reviewed the scoped output against the agreed brief, recorded exceptions and checked that key conclusions could be traced to observations. The review package calls for a audience and message brief and a named human reviewer. Illustrative outcome: the team adopted a repeatable approach for positioning review, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied. Limitations: Synthetic demonstration only. No real press placement, award, customer endorsement or research result is implied by the sample. No underlying client documents, independently verified measurements or signed approval records are attached.

Brand architecture study

Fictional internal work programme in brand strategy, public communication and audience insight; not a real client case study. Problem: New offerings created naming confusion. Objective: Create a workable response to this issue through audience research, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up. Brand Strategist; owned the stated workstream, not the full organisation or every collaborator contribution. Mapped relationships and developed a coherent naming rationale. Prepared the scope with the commissioning team, identified unresolved inputs and used competitive analysis to turn the brief into a sequenced work package. Applied brand architecture and workshop facilitation while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes. Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed. Methods: audience research; competitive analysis; brand architecture; workshop facilitation Deliverables: Brand architecture study - scoped brief; Brand architecture study - reviewed working package; Brand architecture study - handover and learning summary Review: Reviewed the scoped output against the agreed brief, recorded exceptions and checked that key conclusions could be traced to observations. The review package calls for a approved communication package and a named human reviewer. Illustrative outcome: the team adopted a repeatable approach for brand architecture study, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied. Limitations: Synthetic demonstration only. No real press placement, award, customer



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Message validation programme

Fictional internal work programme in brand strategy, public communication and audience insight; not a real client case study. Problem: Internal preferences substituted for audience evidence. Objective: Create a workable response to this issue through competitive analysis, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up. Brand Strategist; owned the stated workstream, not the full organisation or every collaborator contribution. Tested message comprehension and documented limitations. Prepared the scope with the commissioning team, identified unresolved inputs and used workshop facilitation to turn the brief into a sequenced work package. Applied messaging and creative strategy while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes. Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed. Methods: competitive analysis; brand architecture; workshop facilitation; messaging Deliverables: Message validation programme - scoped brief; Message validation programme - reviewed working package; Message validation programme - handover and learning summary Review: Reviewed the scoped output against the agreed brief, recorded exceptions and checked that key conclusions could be traced to observations. The review package calls for a research or campaign learning report and a named human reviewer. Illustrative outcome: the team adopted a repeatable approach for message validation programme, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied. Limitations: Synthetic demonstration only. No real press placement, award, customer endorsement or research result is implied by the sample. No underlying client documents, independently verified measurements or signed approval records are attached.



Achievements

Positioning review

Synthesised interviews into distinct positioning options. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

Brand architecture study

Mapped relationships and developed a coherent naming rationale. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

Message validation programme

Tested message comprehension and documented limitations. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

