



RITVIK RAO

Brand Strategist

positioning, audience research, competitive analysis

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FICTIONAL SAMPLE - all employers, qualifications and outcomes are illustrative and unverified.

EXECUTIVE SUMMARY

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.

AT A GLANCE

13 years ILLUSTRATIVE CAREER	4 CAREER APPOINTMENTS	3 WORK EXAMPLES	2 EDUCATION RECORDS
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CORE COMPETENCIES

- positioning / audience research
- competitive analysis / brand architecture
- workshop facilitation / messaging
- creative strategy / research synthesis

PROFESSIONAL MISSION

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.

Career family: Branding, PR & Communications | Snapshot: 2026-09-22

PROFESSIONAL EXPERIENCE / RECENT

Brand Strategist

Meridian Brand Communications (fictional)

Jul 2022 - Present | Ahmedabad, India

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)

Jul 2018 - Jun 2022 | Ahmedabad, India

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.

PROFESSIONAL WORKING PRINCIPLES

- Define the audience, evidence and approval owner for every external message.
- Distinguish organisational claims from independently supported facts.
- Coordinate tone, response timing and stakeholder review without manufacturing endorsements.

PROFESSIONAL EXPERIENCE / EARLIER

Brand Strategist

Cedarbridge Brand Communications (fictional)

Jul 2015 - Jun 2018 | Ahmedabad, India

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 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)

Jul 2013 - Jun 2015 | Ahmedabad, India

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.

SELECTED CONTRIBUTIONS

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.

SELECTED WORK / 01

Positioning review

P1 | Jan 2023 - Jun 2023 | FICTIONAL WORK EXAMPLE

Context. 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.

Contribution and ownership. 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.

Suggested evidence (not supplied): audience and message brief; approved communication package; research or campaign learning report.

SPECIALIST PRACTICE

Public claims and permissions

The sample focuses on positioning, audience research, competitive analysis. Approvals, supervision and specialist input are identified in each work package; work outside this scope is referred to the designated responsible person.

Peer learning and practical guidance. Created short examples on positioning and brand architecture for colleagues. Separated personal preferences from agreed team procedures and recorded useful questions.

Review and handover discipline. Facilitated practical reviews of brand architecture study, ensuring that unresolved issues retained a named owner rather than disappearing from final presentations.

No real press placement, award, customer endorsement or research result is implied by the sample.

SELECTED WORK / 02 AND 03

Brand architecture study

P2 | Jan 2024 - Jun 2024 | Meridian Brand Communications (fictional)

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.

Ownership. 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

Delivered. Brand architecture study - scoped brief; Brand architecture study - reviewed working package; Brand architecture study - handover and learning summary

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.

Suggested evidence (not supplied): audience and message brief; approved communication package; research or campaign learning report.

Message validation programme

P3 | Jan 2019 - Jun 2019 | Northline Brand Communications (fictional)

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.

Ownership. 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

Delivered. Message validation programme - scoped brief; Message validation programme - reviewed working package; Message validation programme - handover and learning summary

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.

Suggested evidence (not supplied): audience and message brief; approved communication package; research or campaign learning report.

EDUCATION AND SPECIALIST LEARNING

MBA in Brand Strategy

Asterbridge Institute of Professional Studies (fictional institution)

Jul 2011 - May 2013 | completed - fictional record

Focus: 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)

Jul 2008 - May 2011 | completed - fictional record

Focus: competitive analysis, workshop facilitation, messaging. Applied coursework in positioning, documentation and reviewed practical assignments.

CONTINUING PROFESSIONAL DEVELOPMENT

Message architecture studio (2023). 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 (2024). Audience research and workshop facilitation in the context of brand strategist work. Used reflective exercises and a bounded practice example related to brand architecture study.

Research interpretation practicum (2025). Competitive analysis and messaging in the context of brand strategist work. Used reflective exercises and a bounded practice example related to message validation programme.

Provider for these illustrative learning records: Meridian Professional Learning Studio (fictional). Not a licence or certification.

LANGUAGES AND WORKING PREFERENCES

English and Hindi - professional working proficiency in this fictional record.

Work arrangement: hybrid; remote feasibility discussed per role. Relocation: open to discussion - sample preference. Availability: not confirmed; discuss before an interview.

CREDENTIAL AND EVIDENCE STATUS

No real press placement, award, customer endorsement or research result is implied by the sample.
Synthetic qualification and institution names illustrate profile fields only; they are not a validated qualification route or recognised accreditation claim.
No real referee, endorsement, award, publication, membership or licence is supplied.

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Contact placeholder: ritvik.rao@example.com. No phone, live profile URL or verified reference is supplied.

Complete machine-readable data: profile.json. Interactive companion: portfolio.html. Reference CV used for structure only; this is not Ajay Prajapat's biography.