

# Abhishek Dubey

Experienced in driving brand growth through integrated brand campaigns across digital and offline channels. Strong in ensuring brand consistency, cross-functional coordination, and agile execution that enhances brand visibility and audience engagement.

## Work Experience

### Brand Associate - Cars24

Mar 2025 - Present

- Planned and executed 360° integrated brand campaigns across ATL, BTL, digital, and on-ground channels with the budget of 7k to 25 lakhs.
- Led offline media buying (OOH, transit, billboards) and online media buying including digital platforms and DVC amplification with budget of 30cr.
- Managed media vendor negotiations, budgeting, inventory blocking, and multi-city campaign rollouts.
- Executed high-impact cultural and festive campaigns to drive brand awareness and recall.
- Led influencer marketing initiatives from creator onboarding and briefing to content alignment and execution.
- Ensured consistent brand storytelling across online and offline touchpoints.
- Collaborated cross-functionally with creative, operations, and city teams to ensure seamless campaign rollouts.
- Led influencer marketing campaigns including shortlisting, onboarding, briefing, content alignment, and performance tracking with budget of 30 lakhs monthly.

### Business Development & Execution Manager - Aditya Printer

Feb 2021 - Jan 2025

- Executed Pan-India offline media campaigns and brand activations across retail, transit, and experiential formats.
- Managed large-scale BTL deployments and offline branding rollouts for brands like Zomato, Swiggy, CARS24, M3M, Shiv Nadar University, HUFT.
- Handled vendor negotiations, production coordination, and on-ground implementation.

### Content Writer - Quick Hub

Jun 2020 - Dec 2021

- Responsible for creating SEO-optimized blogs, articles, promotional content, and website copy across various industries.
- Produced engaging and informative content tailored for platforms like Quora and Reddit to drive organic traffic and audience engagement.

## Educational Background

### Bachelor of Art with Honours

University Of Delhi

Aug 2022 - Aug 2025

- Bachelor of Arts (Honours) in English Literature

## Contact

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## Skills

- Brand Communication Strategy
- ATL / BTL Media Planning & Buying
- Campaign Management & Execution
- Media Vendor Negotiation & Partnerships
- OOH & Experiential Media Execution

## Certification

- Certified in Foundation E-commerce

## Achievement

- Recipient of the Best Hustler Award and Founders' Award for strong ownership, agility, and impact on brand initiatives.
- Executed end-to-end brand campaigns under tight timelines, ensuring seamless coordination and timely delivery across teams.
- Delivered a complete Father's Day brand campaign within a few hours, showcasing speed, adaptability, and execution excellence.
- Managed multiple influencer and product seeding initiatives in a single day, handling coordination and execution efficiently.