



ADITI ANAND

Head of Digital Brand Strategy & Content

Nokia Mobiles (HMD Global)

<https://www.linkedin.com/in/aditianandmarketing/>

PROFILE

Full stack marketing professional with 13+ years of experience in marketing digital first consumer technology brands.

I am passionate about brand building and marketing, creativity, data and analytics.

EXPERIENCE

Nokia Mobiles (HMD Global)

Head of Digital Brand Strategy & Media

I am responsible for Consumer Marketing for Nokia Mobiles across all touchpoints.

Micromax Informatics (YU Mobiles)

Marketing Head

I headed marketing for an online -first brand – YU Mobiles. Our marketing playbook leveraged Influencers, Content, Social and Ecommerce to build a business of 885 Crores within 1 year of launch.

Flipkart

Senior Marketing Manager – Fashion and Home Categories

Responsible for end to end marketing for two of the fastest growing categories at Flipkart. Built Brand, Content and Digital Media strategy to drive category adoption.

Airtel

Senior Brand Manager

Multiple roles at Airtel across all lines of business – Mobile, DTH and fin-tech and all channels of communication – Digital, Retail, ATL.

EDUCATION

Advanced Management Program

University of Chicago, Booth School of Business

One-year management program for senior leaders

Post graduate Diploma in Business Management

IMT, Ghaziabad

Two-year regular MBA program with specialization in Marketing and IT.

Bachelor's in Computer Applications

Birla Institute of Technology, Ranchi

SKILLS

Brand Building

Content Strategy

Consumer Insights & Analytics

Digital Marketing

Social Media Marketing

E-commerce