

PAYAL PEREIRA

BRAND STRATEGIST

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EDUCATION

VCU BRANDCENTER, Richmond, VA Expected 2021
MASTER'S IN BUSINESS - BRAND STRATEGY

Learning how to bring brands closer to people through creative and strategic thinking at one of the top portfolio schools in the US.

MICA (Mudra Institute of Communication), India 2016 - 2017
POST-GRADUATE CERTIFICATE - CRAFTING CREATIVE COMMUNICATIONS

Graduated from one of India's top C-schools and was honored with a Silver Medal for my work. I unearthed some of my right brain abilities by learning the art of photography, copywriting and, design thinking.

VTU (Visvesvaraya Technological University), India 2012 - 2016
BACHELOR OF ENGINEERING - ELECTRONICS & TELECOMMUNICATIONS

Developed my left brain skills such as logical thinking, data interpretation, problem analysis, and lateral thinking.

WORK EXPERIENCE

BLINK DIGITAL, Mumbai, India 2018 - 2019
JUNIOR CREATIVE STRATEGIST

ACCOUNTS: KFC, Amazon, Intel, GSK

- Part of a two-person strategy team responsible for devising the strategy for brand campaigns, analyzing consumer trends, doing social brand audits, pitching to clients, and collaborating with the copy, art, media, and UX teams to help them unlock their creativity while aligning concepts with business objectives of the brand.
- Wrote creative briefs and developed pitch presentations that were instrumental in winning accounts like GlaxoSmithKline(GSK), Dream11, Milton, and Nayara Energy.

MCCANN WORLDWIDE, Mumbai, India Summer 2018
ACCOUNT PLANNING INTERN

ACCOUNTS: Mastercard, L'Oréal

- Assisted the strategy team by conducting primary and secondary research such as one-on-one interviews, competitor analysis, and truth hunting.

CREATIVELAND ASIA, Mumbai, India 2017 - 2018
JUNIOR COPYWRITER

ACCOUNTS: Mercedes Benz India, Pizza Hut, Taj hotels

- Collaborated with various teams from strategy to UI/UX and crafted digital and mainline campaigns that were in line with the business objectives of the brand.
- Conceptualized and created content that played a key role in winning accounts like Parker Pens and Transsion Holdings.

TOOL KIT

STRATEGY

- Creative Briefs
- Brand Positioning
- Consumer Journey Mapping
- Consumer Personas

RESEARCH

- Survey Writing
- Social Listening & Analysis
- Focus Group Facilitation
- Qualitative & Quantitative Analysis

PRESENTATION

- Deck Design & Layout
- Logic Flow & Structure
- Data Visualization

PORTFOLIO

payalruthpereira.com

SIDE HUSTLE

I talk about culture and identity using Mini Zines as a format. I create these with the hope of decolonizing parts of Indian culture that have been whitewashed.

ASK ME ABOUT

- The time I walked with Aziz Ansari and Hannibal Buress to get butter chicken rolls at 2 am.
- The time my first campaign as a strategist caught Late Night Television Host, John Oliver's attention.

SOCIAL HANDLES

