ANJANA NAIR

Content & Brand Strategist | Community, Creators & Category Narrative

Portfolio: Click Here

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LinkedIn

EDUCATION

Bachelor of Business Administration – Majoring in Marketing

S P Jain School of Global Management, Sydney, Australia Class of 2021

High School Graduate – Business Major

R N Podar, Mumbai, India Class of 2017

SKILLS

Content & Brand Strategy: Content Strategy & Planning | Brand Positioning & Voice | Messaging Frameworks | Content Ecosystems & Pillars | Editorial & Social Calendars | Brand Narrative Development | Category & Cultural Trend Analysis

Community & Creator Creator & Influencer Partnerships | Community Building & Management | Creator Program Design | Contract Negotiation

Growth & Execution: GTM Planning | Waitlist & Audience Growth | Funnel & Performance Reporting | Campaign Management (end-to-end)

PROFESSIONAL TRAJECTORY

Brand & GTM Lead

Wualt, Chennai, India | January 2026 – Present

- **Own Wualt's end-to-end marketing strategy** as part of the founding team, driving the brand from zero awareness toward a market-ready, category-defining safety and wellness ecosystem.
- **Lead go-to-market strategy** ahead of product launch.
- **Define brand positioning, messaging, and category narrative** for a first-of-its-kind connected wearable and safety platform.
- **Drive user acquisition, waitlist growth, and email capture** through organic and performance channels, building early demand across D2C and institutional audiences.
- **Manage external agencies** across performance marketing, research, content, and brand to execute a cohesive marketing engine.
- **Own funnels, CAC, conversion, and retention metrics**, reporting on app installs, lead quality, and awareness-to-intent conversion.
- **Support institutional outreach** through workshops, pilots, and partnerships to build B2B2C demand alongside consumer channels.
- **Partner closely with founders, product, and design teams** to align marketing execution with product readiness and launch timelines.
- Operate independently across strategy and execution, balancing high-trust ownership with hands-on delivery in a founding team environment.

Founding Brand, Content & Operations Lead

workmingle, Chennai, India | May 2025 – December 2025

- Acted as founder's right hand, leading brand, content, GTM, and operations for an early-stage dating app for professionals, from idea to MVP.
- Built the brand from scratch: positioning, voice, messaging framework, and launch narrative.
- Owned the full content ecosystem, including content pillars, social strategy, launch content, calendars, and community guidelines.

SKILLS

Product & Insights: Product Marketing, User Research, Product Ideation

Operational: Cross-functional Collaboration | Agency & Vendor Management | Budget Ownership

Tools: HubSpot, Mailchimp, Google Ads, Hootsuite, Later, Canva, Mixpanel, Looker, Iterable, Airtable, Google Workspace, Microsoft Office Suite, Basecamp

CERTIFICATIONS

- Introduction to Psychology, Coursera
- Social Media Marketing, Udemy
- Google Ads Certification
- Fundamentals of Digital Marketing, Google
- Strategic Marketing Simulation with Markstrat, StratX Simulations
- Outbound Prospecting, Sales Impact Academy
- Snapchat 101, Snap Inc.

LANGUAGES

- English
- Malayalam
- Tamil
- Hindi

PROFESSIONAL TRAJECTORY

- Created core brand and GTM docs (brand deck, messaging framework, content strategy, launch plans) to align product, marketing, and future hires.
- Drove waitlist growth, acquiring 500+ organic signups from professionals across multiple companies.
- Owned end-to-end operations, including hiring support, vendor coordination, creator/contractor contracts, & daily execution tracking.
- Independently managed marketing and ops budget, making spend decisions across creators, tools, and vendors.
- Engagement concluded due to a strategic pause in product development during the MVP phase.

Creator Community Lead (APAC Region)

TRIBE, Melbourne, Australia | October 2021 – December 2025

- **Led comprehensive content strategies** across multiple social media platforms to increase brand visibility, engagement, and alignment with overarching business objectives.
- **Owned and scaled the Insider Program** for BWS, Big W and LG, enabling employees to become content creators through structured training, frameworks, and strategic planning, and building a sustainable brand led content ecosystem.
- **Identified and leveraged social and cultural trends** across Instagram, Meta, TikTok, Pinterest, and Snapchat to continuously refine content and community strategies.
- **Built and managed influencer partnerships** across platforms, ensuring strong alignment with brand values, audience demographics, and campaign goals.
- **Negotiated influencer contracts and commercial agreements**, balancing brand objectives, creator value, and budget constraints.
- **Led influencer campaigns end to end**, from strategy and briefing to execution and delivery, ensuring timelines, budgets, and quality standards were met.
- **Generated data driven insights and recommendations** to optimise content performance and inform broader marketing and community initiatives.
- **Supported local and global go to market initiatives**, collaborating with internal stakeholders to ensure cohesive launch execution.
- **Tracked, analysed, and reported on KPIs**, enabling data informed decisions to drive community growth, engagement, and campaign effectiveness.
- **Partnered with cross functional teams** to ensure consistent brand messaging and strategic alignment across all touchpoints.
- **Used project management and analytics tools** to manage workflows, identify risks early, and maintain high execution standards across multiple initiatives.