

Ritvik Rao

Brand Strategist

RR

Ahmedabad, India ritvik.rao@example.com Fictional sample

01 Professional profile

Brand Strategist with an illustrative 11-year career focused on brand positioning, audience insight and message architecture. Core strengths include Audience research, Positioning and Competitive mapping. Selected examples describe the challenge, contribution and handover materials.

02 Professional experience

Jul 2022 - Present

Brand Strategist

Asterline Brand Practice · Ahmedabad

Delivered defined workstreams in brand positioning, audience insight and message architecture, coordinating reviewers and delivery partners.

- Synthesised interviews and category patterns into a focused positioning territory with alternatives.
- Mapped audience needs and offer roles before proposing a coherent brand architecture.

Jul 2018 - Jun 2022

Brand Strategist

Northmere Brand Practice · Ahmedabad

Built a scoped practice in brand positioning, audience insight and message architecture, with a defined review process.

- Used audience research and brand architecture on assigned work; recorded decisions so colleagues could understand the approach.
- Prepared handover materials and incorporated specialist feedback before closing the workstream.

Jul 2015 - Jun 2018

Communications Associate

Cedarfield Brand Practice · Ahmedabad

Built foundations through supported assignments, observation and practical feedback.

- Assisted with positioning and messaging, checking work with an experienced reviewer.
- Kept organised work records and developed clear handover habits through supervised practice.

EXPERTISE

Core capabilities

Audience research

Positioning

Competitive mapping

Brand architecture

Messaging

Workshop facilitation

SELECTED WORK

Learning-brand positioning

Positioning framework and message hierarchy

Brand portfolio clarity

Portfolio map and naming principles

LANGUAGES

English - professional working

Hindi - professional working

CAREER CONTEXT

11 years in this illustrative career.

Three appointments.

Full work examples on page 2.

03 Narratives & communications

Find the position only you can own.

WORK EXAMPLE 01 / ILLUSTRATIVE

Learning-brand positioning

Context

A broad proposition failed to explain who the service helped.

Contribution

Synthesised interviews and category patterns into a focused positioning territory with alternatives.

Prepared for handover

Positioning framework and message hierarchy

WORK EXAMPLE 02 / ILLUSTRATIVE

Brand portfolio clarity

Context

Related offers lacked clear relationships and naming logic.

Contribution

Mapped audience needs and offer roles before proposing a coherent brand architecture.

Prepared for handover

Portfolio map and naming principles

04 Education

2013 – 2015

MBA in Brand Strategy

Asterbridge Institute of Professional Studies
Specialist study with a practice focus on audience research and positioning.

2009 – 2013

Bachelor-level study in the relevant discipline

Cedarhaven College of Applied Studies
Foundation study, practical assignments and supervised learning. Fictional institution and qualification record.

05 Professional development

2024

Audience research - advanced practice workshop

Scenario exercises and peer review in brand positioning, audience insight and message architecture.

2025

Brand architecture - reflective practice seminar

Applied learning reviewed through a bounded example and a written reflection.

Continuing learning examples, not licences or independently verified certifications.

06 Practice & evidence notes

Work focus	Evidence status	Contribution scope
Brand positioning, audience insight and message architecture	Illustrative work descriptions; no source artefacts attached	Owned the stated workstream, not all team outcomes

Every employer and institution in this CV is fictional. The two work examples describe individual contributions; supporting artefacts and externally measured outcomes are not supplied. Replace example information with accurate records and permission-cleared work before using this CV.