

THAPASYA THANKARAJ

BRAND STRATEGIST | BRAND POSITIONING | CONSUMER & CONTENT STRATEGY

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PROFESSIONAL SUMMARY

Brand Strategist with experience across content, digital marketing and consumer insights, with a background spanning journalism, creative direction and international marketing. Skilled at turning audience and market insights into clear brand positioning, compelling narratives and integrated content strategies. Experienced in developing brand voice, campaign concepts, content ecosystems and audience-led communication strategies that connect consumer needs with business objectives.

EXPERTISE

Brand Strategy: Brand Positioning · Consumer Insights · Audience Strategy · Brand Voice · Campaign Strategy · Market Research · Competitive Analysis · Brand Storytelling

Marketing & Content: Content Strategy · Integrated Campaigns · Paid Media · SEO · Social Strategy · Copywriting · Digital Marketing · Creative Direction

Tools: Meta Ads Manager · Google Analytics · Adobe Creative Suite · Figma · Canva · WordPress · Squarespace

EXPERIENCE

Independent Brand Strategist & Content Consultant — London / Remote

Oct 2023 – Present

- Develop **brand, content and communication strategies** for B2B and B2C businesses, translating audience and market insights into relevant brand narratives.
- Shape **brand positioning, voice and messaging frameworks** across digital touchpoints, ensuring consistency and differentiation.

- Lead projects from **strategic research and audience understanding through concept development, content planning and execution.**
- Advise businesses on content ecosystems and communication approaches that strengthen brand relevance and audience engagement.

Content Manager — Serendipity — Northampton, England

Jul 2023 – Dec 2023

- Developed and implemented **SEO, content and social strategies** to strengthen organic visibility and audience engagement.
- Created audience-led **campaign messaging, editorial content and digital communications** across multiple channels.
- Used performance insights and audience behaviour to refine content strategy and improve conversion opportunities.
- Managed content planning and execution while maintaining a consistent **brand voice and digital presence.**

Assistant Creative Director — Schooler App — Kerala, India

Feb 2022 – Jan 2023

- Led **creative and content direction** for an education technology product, developing user-focused communication and content strategies.
- Translated complex educational concepts into **clear, engaging and accessible content** for students and users.
- Oversaw the development of **200+ educational assets**, ensuring consistency in messaging, quality and visual communication.
- Contributed to new **content and product initiatives**, using user feedback and engagement insights to inform creative decisions.

Social Media Executive — MD Niche Media — Kerala, India

Jul 2021 – Feb 2022

- Led **social media, content and paid-media campaigns** across major digital platforms for multiple audiences and campaigns.
- Developed campaign concepts, messaging and creative content aligned with **brand objectives and audience behaviour.**
- Managed paid-media activity and campaign optimisation, using performance data to improve **click-through, acquisition and media efficiency.**

- Collaborated across creative and marketing functions to deliver **integrated digital campaigns** from concept through execution.

EARLIER EXPERIENCE

Content Writer — Bictree Media

Journalist — Wone Minute

Reception Manager — Gaucho Restaurants

EDUCATION

MSc International Marketing Strategy — University of Northampton, England

MA Political Science — University of Kerala, India

PG Diploma in Journalism — Institute of Journalism, Press Club, Kerala, India

MA English Literature — Mahatma Gandhi University, India

ADDITIONAL

Consumer Behaviour · Digital Content Innovation · AI in Content Creation · B2B Content Strategy · Emerging Technologies · Data-Driven Storytelling · Creative Strategy