

AASHRITH GADE

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EDUCATION

NMIMS, Mumbai *B.B.A., Branding & Advertising* | GPA 3.1/4 2023 to May 2026

HEC Paris *Luxury Management Summer School: maison strategy, luxury retail and clienteling, brand equity* Jun 2026

PROFESSIONAL EXPERIENCE

Studio186, Bennett, Coleman & Co. (The Times of India Group), Mumbai Jul 2026 to present

Social & Growth Lead, four premium brand verticals

- Own brand, content and paid growth as sole lead across HumanEdge (preventive health), its consumer product sub-brand, Taqsha (Indian craft) and Deorhi (heritage luxury travel). Led the sub-brand launch end to end.
- Rebuilt Deorhi's editorial model and distribution around restraint-coded luxury: monthly reach went from 8,000 to 700,000 in six weeks, the fastest growth in the portfolio.
- Launched HumanEdge's content system against a frozen day-one baseline and grew audience 33% in six weeks. Set the clinical-authority register that governs every asset the brand publishes.
- Run live Meta performance and Times Group print and outdoor budgets. Built the AI-native production pipeline and the brand, design and tone guidelines for all four verticals, on a fixed weekly cadence.

Alchemy Labs, AI-native luxury brand studio, Mumbai Jul 2025 to present

Founder & Brand Strategist

- Founded and self-financed a brand studio for premium D2C and founder-led companies: \$6,500+ across 5+ paid engagements in seven months, with no funding, agency backing or paid acquisition.
- Built three revenue lines for fashion, skincare and niche luxury clients: brand strategy and identity systems, generative-AI production (film, imagery, automated workflows) and custom web. Delivery in under seven days.
- Advised creator-founders on positioning and launch. One venture grew from \$3K to \$12K in monthly recurring revenue.
- Repriced the practice against European boutique benchmarks in 2026: engagement floor up 3x, acquisition moved from cold outreach to referral and inbound.

Cipla Ltd., Delhi NCR May 2023 to Jul 2023

Marketing Strategy Intern (two-month internship)

- Built messaging frameworks and consumer insight synthesis for a product-line repositioning. Supported regional campaigns across 6+ markets that reached 12.8M consumers.

Velocity Gaming, Remote Mar 2022 to May 2022

Branding & Social Media Manager (freelance)

- Scaled Instagram from 5K to 40K in 10 weeks by redesigning the content system. Closed Corsair and Red Bull sponsorships at 17.

S8UL Esports, Remote Apr 2020 to May 2021

Content Strategy & Growth Manager (freelance)

- Directed the creative pipeline for creators including Mortal and Payal, a 13M+ combined audience. Rebuilt the Discord community architecture and lifted active participation 40%.

LEADERSHIP & ACTIVITIES

Head of Marketing, College Film Festival, NMIMS 2025

- Shaped the content strategy, built the content architecture and produced marketing assets that drew 200K to 300K organic views. Helped secure 2+ brand partnerships with international brands.

Head of Social Media & Content, Placement Committee, NMIMS 2025

- Set the content strategy and content architecture for the committee's channels.

Competitive debating: National 2nd Best Speaker, ISC National Debate Championship 2023. Finalist, IIT Bombay Inter-College Debate 2024.

HSBC Change Leader, Youth Sustainability Programme (school).

ADDITIONAL INFORMATION

Credentials: Business Foundations, The Wharton School (UPenn). LVMH Insider: Creation & Branding, Retail & Customer Experience. Google AI Leader.

Tools: Claude, GPT, Midjourney, n8n (AI workflow design). Meta Ads Manager. Figma, Adobe Creative Suite, Webflow.

Languages: English and Hindi (native), Telugu (fluent), French (beginner).

Interests: Heritage retail ethnography in Mumbai, film photography, strength training.