

JAYTI PARGAL

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Marketing strategist with 5+ years of global agency and in-house experience across brand marketing, content, product positioning, and omnichannel strategy across diverse sectors. My work spans Fortune 500s to founder-led startups, always rooted in insights, powered by content, and focused on growth. From managing \$2M+ in project value, to reducing development timelines by 30%, to building purpose-driven GTM strategies for emerging businesses, I operate at the intersection of creativity, performance, and strategic execution.

Brand Strategy | Product Marketing | GTM Campaigns | Stakeholder Management | Data-driven Decision Making

Sector Experience: Luxury Beauty, Fashion, Retail, and Education (B2B & B2C)

Based in the UK, rooted in India, and inspired by stories from everywhere

EXPERIENCE

Pixel Inspiration | Manchester, UK

Feb'24 - Apr'25

Client Services Executive | Creative Account Management

- Managed 150+ digital signage projects worth £140K+ for 17+ luxury beauty and fashion brands (including L'oreal, Lancome, Armani, Kiehl's, TK Maxx), executing omni channel campaigns across 800+ retail stores in the UK and Europe.
- Led creative strategy and content production, enhancing brand visibility, engagement, and conversion rates.
- Optimized digital content deployment via CMS platforms, ensuring seamless execution while identifying growth opportunities for strategic accounts.
- Collaborated with internal and external teams to analyze campaign performance, leveraging insights to refine targeting and content effectiveness.

SPC Leathers | Sonipat, IN | Enterprising Experience

Jul'22 - Dec'23

Growth Head and Creative Strategist

- Launched new product vertical and expanded to international markets, contributing to 15% YoY revenue growth.
- Led agency partnerships for performance marketing; implemented paid media strategy across B2B and DTC channels.
- Optimized B2B pipeline and DTC content strategy, improving client retention and inbound conversion.

Rite Angles | Gurugram, IN

Dec'21 - Jun'22

Brand Manager - Communications (Full-time)

- Owned and led branding for 3 key accounts (40% of firm revenue)
- Directed a 7-member team, surpassing KPIs for consumer engagement and market penetration.
- Launched a 360° GTM strategy, generating 2,000+ signups and 72% engagement within two months.
- Produced SEO-driven content for the web, blogs, social media, press releases, and promotional materials.

Freelance | Remote

Jun'21 - Nov'21

Marketing Consultant (Contract)

- Developed GTM strategies for startups and SMEs, enhancing brand positioning, category management, and digital presence.

NIIT Ltd | Gurugram, IN

Jul'18 - Nov'20

Associate Content Lead (Full-time)

- Nurtured relationships with Fortune 500 clients, securing multi-million-dollar renewals.
- Developed prototypes and storyboards for 50+ projects, reducing product development time by 30%.
- Contributed to 100+ hours of award-winning technical learning content (Brandon Hall Award recipient).
- Coached 8 team members, streamlining and improving onboarding efficiency by 25%.

EDUCATION

University of Manchester, UK (2023)

MSc Marketing (Specialisation: B2B Marketing)

Mudra Institute of Communications, Ahmedabad, IN (2021)

PG Certification in Digital Marketing & Communications (Specialisation: Branding & Communications)

University of Delhi, IN (2018)

BA (Hons.) Business Economics

ADDITIONAL INFORMATION

Key Projects:

- Awarded 'First Runner Up' for Fujitsu Marketing Challenge at Alliance Manchester Business School
- Reimagined Strategic Marketing Campaign for Haier, UK (Home Kitchen Appliances Co.) using data-driven insights, delivering comprehensive and innovative end-to-end marketing solutions

Tools:

- MS Office (Excel, PowerPoint, PowerBi), JIRA, Trello, Slack, Basecamp, SAGE X3, Autotask,
- Google Analytics, Hubspot, A/B testing, Power BI
- Google ads, Meta ads, Amazon ads, SEMrush,
- Adobe Creative Suite, Hootsuite, WordPress, Canva, Mailchimp

Volunteering:

- Debate Mate Mentor: Led Debate Mate workshops in UK primary schools to bridge skills gaps and inspire aspirations
- Marketing Manager, Enactus Manchester, UK: Spearheaded sustainable development and impact-driven initiatives
- Founding Member, Rotaract Club of Sonipat Midtown: Enabled various fundraising events, social drives, and awareness campaigns for the underprivileged over 7 years.

Relevant Certifications:

- [Growing business with Facebook, Facebook](#)
- [MS Excel Advance | MS Powerpoint, NIIT Ltd](#)
- [Visual Design | Writing & Editing, NIIT Ltd](#)

Languages: English (fluent), Hindi (native), Punjabi