

AISHWARYA THORAT

Strategy and Marketing Consultant



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ABOUT ME

Strategic brand and marketing professional with 6+ years of experience delivering results across real estate, consumer, retail, and media sectors. Proven ability to lead end-to-end branding, digital marketing, GTM execution, and research strategies for over 20 real estate and national brands. Adept at cross-functional collaboration, storytelling, market research, and AI-driven decision-making. Known for converting business objectives into creative, scalable brand experiences.

Key Client Portfolio – Real Estate Focus: Kohinoor Group, Jhamtani Group, Magarpatta City, Yashada, Hbits, Hiranandani, Sugee Group, Justo, Austin Realty, COJ, Sukhwani Associates, Kumar Properties

Industry Experience Across: Real Estate, Retail, FMCG, EdTech, F&B, Media, Education, Healthcare

WORK EXPERIENCE

Business Analyst – Strategy & Business Intelligence

Kohinoor Group (Real Estate Developer) | Pune | Jan 2023 – Present

- Performed market analysis across 25+ micro-markets, advising on pricing, sales strategy, and product development.
- Collaborated with sales, architects, and marketing teams to define positioning for 300+ projects.
- Designed AI-driven dashboards for decision-making, optimizing resource allocation and lead conversions.
- Supported investor presentations, quarterly planning, and CX-led brand storytelling.

Senior Manager – Marketing & Business Development

Big Trunk Communications | Mumbai | Aug 2021– May 2022

- Led branding, digital, and performance marketing strategy for clients like Zee, 7-Eleven, Discovery Kids, HR Johnson, Madhur Sugar, Belgium Waffles, Vibgyor Schools, Phoenix Marketcity, RCity Malls.
- Built and closed strategic deals with real estate brands Hbits, Hiranandani, and Sugee.
- Headed business development for top accounts and handled 12+ simultaneous brand projects.
- Conducted in-depth research and launched national campaigns across digital, TV, and events.
- Enabled 3 PAN India healthcare brands with revamp, GTM, and market research initiatives.

Sales and Marketing Manager

BrandMatterz, Pune · Oct 2020 – Jun 2021

- Fronted branding, digital marketing, PR, and event strategies for premium real estate clients.
- Acted as SPOC across business development, brand discovery, campaign rollouts, and digital media management.
- Real Estate Clients: Kumar Properties, Magarpatta City, Jhamtani Group, Yashada, COJ, Sukhwani Associates, Austin, Justo, and PNG.
- Led end-to-end execution with internal teams and partner agencies for creatives, media, events, and social media.
- Built customer-centric digital experiences and maintained competitive brand narratives across channels.

PROJECTS AND INTERNSHIPS

Fly 16 Arena (Sports & Operations Strategy) | Wakad | 2019

- Managed marketing and operations for a family-run badminton club, streamlining workflows and driving local engagement.

The Blockchain School (EdTech – Business Development) | Remote | 2018

- Worked on outreach and lead generation, contributing to content strategy and business partnerships.

Crayomi Edu (EdTech – Marketing & UX) | Wakad | 2018

- Assisted in digital marketing and sales strategy for design thinking programs targeting early-stage learners.

DigiMark Global (Digital Marketing & SEO) | Bibwewadi | 2017

- Executed SEO audits, created content, and optimized web presence to boost organic reach and traffic.

ImaginXP (EdTech – UX & BD Strategy) | Pune | Oct 2019 – Dec 2019

- Supported business development and social media marketing for design and UX learning platforms.

NSDM India (EdTech – Marketing & Academics) | Pune | Dec 2017 – Dec 2018

- Led content creation and academic counselling while coordinating placement operations and curriculum design.

EDUCATION

SINHAGAD INSTITUTE OF TECHNOLOGY, PUNE

B.E. in Information Technology - 2020

NMIMS UNIVERSITY, MUMBAI

MBA in Marketing (Distance) - Pursuing - Final Semester

LOYOLA'S JUNIOR COLLEGE, PASHAN

Higher Secondary Certificate - Science - 2015

ST. JOSEPH'S CONVENT, KIRKEE

Secondary School Certificate - 2013

CERTIFICATIONS

- AI for Management Consultants – GrowthSchool
- Fundamentals of Generative AI – Google Cloud
- Prompt Engineering & Applied AI – LearnPrompt
- Advanced Digital Marketing – DSIM
- Tableau, Power BI, Excel, Time Management
- UX, UI and Design Thinking - ImaginXP
- Fundamentals of Data Analytics - John Hopkins
- Branding and Marketing - Coursera

SKILLS

- AI Enthusiast
- Critical Thinking
- Problem Solving
- Team- Management
- Design Thinking & Product
- Communication
- Presentation
- Negotiation
- Analytical Approach
- Spontaneous and Quick
- Friendly and Positive
- Genuine and Polite

SPECIALIZATIONS

- Management Consulting
- Market Research
- Advanced Analysis with AI
- Digital Strategy
- Tableau, Power BI-Data Science
- CMS Website Development
- Advance Excel
- CRM- Salesforce, Hubspot, Zoho
- Analytics and Reports
- Digital Marketing & Branding
- Microsoft Office
- Designing Softwares

PERSONAL DETAILS

Languages:

- English : Business Proficiency
- German : Elementary Proficiency
- Marathi : Native Proficiency
- Hindi : Native Proficiency

Gender:

- Female

D.O.B:

- 25 August 1997