

PRERNA GAUTAM

BRAND STRATEGIST · LUXURY · LIFESTYLE · WELLNESS

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Brand strategist with three years across brand-side and agency-side roles in luxury, lifestyle, design, and wellness. Trained at NIFT, published on luxury consumer behaviour, and known for *absorbing a brand's tone fast*, the result of directing communication for 20+ premium brands. Currently Senior Brand Marketing Manager at Big Boy Toyz, leading brand marketing, the founder's personal brand, and a new Ayurvedic wellness venture.

BRAND MANAGEMENT · INTEGRATED MARKETING · GO-TO-MARKET STRATEGY · DIGITAL & SOCIAL MEDIA MARKETING · INFLUENCER MARKETING · CONSUMER INSIGHTS · CAMPAIGN MANAGEMENT · E-COMMERCE & D2C · BUDGET & VENDOR MANAGEMENT · TEAM LEADERSHIP

20+

BRANDS DIRECTED

100+

CAMPAIGNS LED

15+

CLIENTS AT ONCE

6

SECTORS MASTERED

Brand Experience

2021 – PRESENT

Senior Brand Marketing Manager

JAN 2026 – PRESENT

BIG BOY TOYZ LTD · GURUGRAM · REHIRED AT SENIOR LEVEL

- Lead brand marketing across the Big Boy Toyz portfolio: brand strategy, campaign management, social media, and PR, with budget, vendor, and cross-functional stakeholder management.
- Driving concept development for an Ayurvedic wellness retreat and research-led therapy centre at BBT's Himachal property: research, positioning, and funding strategy.
- Manage the personal brand of founder Jatin Ahuja: positioning, content direction, and media presence.

Senior Brand Manager

SEP 2025 – JAN 2026

MARKETHINK · GURUGRAM

- Led strategy for top-tier luxury clients: brand narratives, brand architecture, and go-to-market strategies grounded in consumer insight.

Team Lead, Social Media Strategy & Communication

NOV 2024 – SEP 2025

ONEDIGITAL · AGENCY FOR ARCHITECTS, INTERIOR DESIGNERS & LUXURY BRANDS

- Promoted to Team Lead within six months. Directed brand and social strategy for 15+ luxury, design, and lifestyle clients simultaneously, including Cityspace 82, Mozio Ceramics, Sculpt Design Studio, and FOAID.
- Directed 100+ integrated marketing campaigns across social media, PR, influencer and creator partnerships, and events, tracking engagement KPIs and campaign performance; represented Dimensions Furniture and Luxaddi at India Design and coordinated presence at Index Plus, Darc, WADE Asia, and Ace Reflect.
- Mentored a team of strategists and content creators across content design, analytics, and client servicing.

Marketing Executive → Marketing & TA Manager

JUN 2023 – OCT 2024

BIG BOY TOYZ LTD / QUEENS DRIVE CLUB · GURUGRAM

- Built the brand identity of Queens Drive Club, India's first all-women supercar club: brand decks, visual identity, print collateral, and membership outreach with lead generation and CRM follow-through.
- Conceived and delivered the QDC x Opalina Jewelry campaign end to end: shoot direction, creatives, catalogues, and website merchandising.
- Delivered the QDC x Naad Wellness staycation collaboration and partner activations including Aliens Tattoo x BBT, Barewoods x BBT, and the QDC x Droom x Farms drive.
- Ran social media across BBT brands and was promoted to Manager (Jun 2024), adding campus outreach and talent acquisition.

Early Experience

2021 – 2023

- Furrl, Merchandising & Marketing Intern: grew social media reach by 80% and on-app users by 50% through growth marketing and retention initiatives; produced Furrl Flea pop-ups and app creatives.
- Raymond Ltd, Visual Merchandising Intern: designed AW’22 festive in-store display stories and fragrance marketing.

Selected Campaigns & Projects

2023 – 2026

QDC x Opalina Jewelry · Campaign Direction, End to End

A full luxury crossover campaign: creative concept, shoot management, art direction, catalogues, website merchandising, and launch content. Supercars and fine jewellery in one narrative, owned from idea to storefront.

The Wellness Venture · BBT Himachal (In Development)

Research and concept development to transform a group property into an Ayurvedic wellness retreat and research-led therapy centre: treatment programming, market positioning, and funding strategy.

Queens Drive Club · Brand Build

Shaped the identity of India’s first all-women supercar club: brand decks, visual language, print stationery, membership experience, and the QDC x Naad Wellness collaboration. Exclusivity as a design principle.

Experiential & Exhibitions · Droom x Farms · Aliens Tattoo x BBT · India Design

Multi-partner drive campaigns and crossover brand events from concept to on-ground execution; represented design brands at India Design, Index Plus, Darc, WADE Asia, and Ace Reflect.

Founder Brand · Jatin Ahuja

Positioning and content direction for the personal brand of BBT’s founder, translating a business’s credibility into an individual’s public voice.

Brands Directed

20+

Big Boy Toys · Queens Drive Club · Opalina · Naad Wellness · Droom · Cityspace 82 · Mozio Ceramics ·
Sculpt Design Studio · FOAID · Banaji & Associates · 4th Dimension · Design Essence · Intersekt · WMA ·
Vivono · The Garden Room · Dimensions Furniture · Luxaddi · Furrl · Raymond

Education & Research

2016 – 2023

Master of Fashion Management · NIFT

2021 – 2023

NATIONAL INSTITUTE OF FASHION TECHNOLOGY · MARKETING & RETAIL OPERATIONS · CGPA 8.7

B.Tech, Biotechnology · Kurukshetra University

2016 – 2020

Published research: “Influence of Social Media Marketing on Purchase Intention of Luxury Consumers”, published abstract.

Capabilities

KEYWORD INDEX

STRATEGY & BRAND

BRAND STRATEGY	BRAND ARCHITECTURE	POSITIONING	GO-TO-MARKET	CONSUMER INSIGHTS
MARKET RESEARCH	LUXURY MARKETING	WELLNESS BRANDING		

DIGITAL & CONTENT



COMMERCIAL & OPERATIONS



TOOLS Adobe Illustrator & Photoshop · Canva · Shopify · WordPress · AI-assisted workflows · MS Office