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currently:

figuring out the voice of brands people want to buy from.
building positioning systems, content ops, and attention loops for products that feel personal.

broad themes:

founder-led branding, unconventional storytelling, women-first brands, shitposting etc.

projects:

[Fitbit Pro \(apr'23 – sept'23\)](#)

- business development, social media, and partnerships for a crypto exchange
- closed B2B deals, activated trading communities, grew user engagement
- eventually shut down due to legal complications in India

[Polygon Pune Community Lead \(mar'23 – dec'23\)](#)

- led comms, partner onboarding, and ground ops during the [polygon devx global roadshow - pune edition](#)
- organised several campus workshops, bootcamps & meet-ups

[Brands Jar \(jan'24 – aug'24\)](#)

- creative strategist, but touched every creative asset: writing, brand identity, launch campaigns, management
- positioned D2C, luxury, and FMCG brands for launch/growth

[House of Privilege \(bootstrapped, post Brands Jar\)](#)

- creative studio focused on strategy & identity for culture-first brands
- built brand bibles, narratives, tone of voice systems
- Built upto 1.5L/month rev (ik it's smol), worked with 4+ founders across [travelAI](#), [wellness](#), [social](#) and [helped setup a clothing brand](#).

2:47 PM Studio (aug'24 - march'25)

- [Hacker House Goa](#) (aug'24): led outreach, partner management, and social media
- [CoreDAO hackathon](#) (blr): helped with planning & ecosystem connect

The Unpaid Company (current)

- shaping brand positioning, narrative loops, content and voice systems
- also known as yapasaurus

unhinged wins (at Brands Jar & beyond):

brand	category	notes
fiddle	sexual wellness	voice & visual tonality revamp (sadly, never launched)
adaia	lab-grown diamonds	Instagram — helped scale IG, set branding
vana botanicals	plant-based skincare	Instagram — helped with branding, content and scaling IG
geske	AI-based skincare	Instagram — india launch & growth

	tech solutions	
oh boeh	healthy snacks, bikaner-based	Instagram — branding, visual identity + IG growth
o so fancy	curated lifestyle & wellness platform	Instagram — branding, curation, strategy (no PMF)
toni & guy india	global salon chain	Instagram — content strategy, launch campaigns, SMM
nostrings couture	luxury indian couture rentals	Instagram — IG growth, SMM
tithly	ready-to-drink cocktail brand	brand identity, research, strategy

a bit of creator me:

- [DogeOS just raised \\$6.9M to build the App Layer for Dogecoin. So, why build yet another blockchain And what sets DogeOS apart? Catch this exclusive episode with @MyDogeCEO Founder & CEO @DogeOS from Doge Villa Dubai.](#)
- [Mark Rydon \(@MRRydon\), Co-founder & CSO at @AethirCloud, dives into the AI trends he's keeping an eye on, the future of the industry, and where it's headed. He also highlights the exciting opportunities for young builders at Aethir and talks about their recently launched \\$100M](#)

- [Alejandro \(@Snowkorr\), gives us the inside scoop on CLS Global and the niches he's watching—RWAs, AI, and DePIN.](#)

bread crumbs:

- pune-based; allergic to conventional growth playbooks
 - studied humanities in high school cause wanted to do UPSC (YES LOL HAHA *rolling eyes*); topped political science in school
 - picked up fintech specialization at symbiosis uni; led management at the GDSC Club
 - built House of Privilege (₹1.5L/mo bootstrapped)
 - worked across D2C, wellness, beauty, fintech, luxury
 - also click pictures sometimes (skies, people and all)
- figuring out