

Aditya Sanjay

Marketing & Strategy Professional | Consumer Insights & ROI Analysis

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Right to Work: UAE Long-Term Residency (Golden Visa) through 2033 | UK Graduate Visa through Dec 2027



Personal Statement

Analytical marketing professional with an MSc in Marketing (Merit) from the University of Bath and a foundational background in finance and accounts, specialising in translating strategic brand vision into data-backed execution that drives measurable ROI. Holds full work authorisation for both the UAE and UK markets.

- Architected a tech-integrated product strategy for The LEGO Group that surfaced a 15% growth opportunity, then pitched the roadmap directly to the UK & Ireland Marketing Head.
- Drove field research across 15+ retail outlets and 100+ customer interviews for Heinz, converting raw consumer insight into a 14% pricing adjustment and a 12% lift in promotional ROI.

Professional Experience

Strategic Marketing Lead, MSc Capstone

Sep 2025 – Jan 2026

THE LEGO GROUP — BATH, UK

Owned an end-to-end brand strategy engagement for a global toy leader, converting deep consumer data into a board-level product roadmap.

Accomplishments:

- Developed a 360° marketing roadmap grounded in deep-dive consumer data that surfaced a 15% growth opportunity, proposing tech-integrated 'Smart Bricks' to modernise physical play without eroding the core product.
- Pitched the full strategic plan and digital-integration roadmap directly to the LEGO UK & Ireland Marketing Head, translating analytical findings into a board-ready commercial case for executive sign-off.
- Engineered tech-led growth strategies designed to reinforce rather than displace the traditional retail experience, ensuring new digital initiatives complemented the established brand portfolio and existing revenue streams.

Trade Marketing Analyst (Internship)

Feb 2024 – Aug 2024

AL SEER GROUP — DUBAI, UAE

Drove field-level consumer research and SKU analysis across the FMCG portfolio for Heinz and Dabur in the UAE retail market.

Accomplishments:

- Conducted on-site brand-perception research across 15+ retail outlets, interviewing 100+ customers to capture field-level data on Heinz and Dabur and build an evidence base for pricing and positioning decisions.
- Authored a strategic SKU-performance report on Heinz Ketchup that drove a 14% pricing adjustment, translating direct consumer feedback into a commercial recommendation adopted by the trade marketing team.
- Identified competitive market gaps through structured competitor analysis, contributing to a 12% increase in promotional ROI and a 9% improvement in shelf-share visibility across the portfolio.

Marketing Associate

Jan 2023 – Aug 2023

TECNAURA GENERAL TRADING — DUBAI, UAE

Executed in-field marketing and merchandising across regional grocery and retail channels alongside distribution teams.

Accomplishments:

- Drove a 10% sales uplift across multiple retail locations by optimising visual merchandising and promotional pricing through data-backed, location-specific store positioning.
- Delivered field-level intelligence on small-scale retail trends by embedding with distribution teams, evaluating product performance directly in regional groceries and converting observations into actionable merchandising feedback.
- Streamlined inventory management and invoicing workflows, increasing data accuracy and reducing administrative turnaround time to free up capacity for customer-facing activity.

Business Development Associate

3FIVE8 TECHNOLOGIES (ADDA) — BENGALURU, INDIA

May 2022 – Oct 2022

Managed cross-border B2B relationships and lead generation for ERP and security software across international markets.

Accomplishments:

- Served as the primary strategic communication point for company partners in Mauritius and Botswana, managing cross-border relationships and account continuity for ERP and security software deployments.
- Generated qualified B2B pipeline through structured outbound lead generation and field outreach, pitching integrated accounting and visitor-entry systems to commercial spaces and high-intent prospects.
- Co-organised a large-scale industry networking event, orchestrating product demonstrations for existing customers and prospects to accelerate engagement and create new business opportunities.

Education

MSc Marketing (Merit)

University of Bath, UK | 2024 – 2025

BBA Finance & Accounts (First Class)

Christ University, Bengaluru, India | 2019 – 2022

Class 12, CBSE

Delhi Private School, Sharjah, UAE | 2019

Key Projects

E-commerce Optimisation, Shopify

Feb 2026 – Present

Leading a full-scale retail e-commerce redesign — managing website migration, UI/UX optimisation, and strategic product listing to improve user experience and conversion rates.

3D Design & Audio Production

Ongoing

Built 3D assets in Blender and produced digital audio arrangements in FL Studio, demonstrating hands-on aptitude for creative-tech and media production.

Technical Skills

Strategic & Analytical: Product Marketing, Consumer Insights, Trade Marketing, ROI Analysis, Competitor Analysis

Tools & Platforms: CRM (Zoho, Odoo), Advanced Microsoft Excel, SAP BusinessObjects, LSEG Workspace, Shopify, Blender, FL Studio

Languages

English (Fluent) • Malayalam (Native) • Hindi (Fluent) • Spanish (Intermediate) • Tamil (Intermediate) • Arabic (Basic)