



Mridul Vijay

Product Marketing & Brand Strategy Leader

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Thiruvananthapuram, Kerala, India

SUMMARY

Product marketing leader with 16+ years across media, advertising, and digital platforms. Head of product for ads.timesofindia.com at the Times of India Group, and a doctoral scholar at IIM Sambalpur researching how brands hold on to trust when anyone can fake them.

EXPERIENCE

Senior Manager, Product Marketing

2022 — Present

Bennett, Coleman and Co. Ltd (Times of India Group)

- Head of product for ads.timesofindia.com, the self-serve ad-booking platform for The Times of India, Economic Times, Maharashtra Times, and Nav Bharat Times.
- Runs product marketing for EducationTimes.com, TimesProperty.com, and TimesAscent.com.
- Delivered 45% platform revenue growth and 25% year-on-year growth in ad orders on ~₹12 Cr in online classified revenue, via a WhatsApp support AI bot, AI-suggested ad copy, and a regional language booking compiler.
- Recognised as Best Performance Marketing Campaign for BCCL, E4M Marketing Awards 2026. Top performing employee, Times of India, 2024 and 2025.

Group Account Head, Digital & Social

2019 — 2022

Stark Communications

- Responsible for the agency's digital business: pitching, staffing, and delivery.
- Managed a ₹15 Cr quarterly marketing budget and ~₹60 Cr in annual revenue from digital campaigns; built a team across paid media, SEO, content, and development.
- Clients included Incredible India, Karnataka Tourism, Milma, Aster Medcity, Silk Air, and Kochi Metro.

Manager, Marketing Science (UK market)

2018 — 2019

Omnicom Media Group — Annalect

- Led a 40+ person insights, analytics, and programmatic team serving UK clients, working alongside PHD, OMD, H&S, and MGOMD.
- Standardised reporting, visualisation, and behavioural insight frameworks into one measurement standard across four partner agencies.

Digital Account Manager → Project Manager, Digital

2016 — 2018

Stark Communications

- Launched the Go Kerala mobile app, the Maya WhatsApp bot, and VR activations at major airports for Kerala Tourism.
- Led the digital launch of Kochi Metro Rail: website, mobile apps, CRM integration, live chat, and customer service platforms, live from day one of public operations.

Account Manager → Digital Account Manager

2010 — 2016

Crayons Advertising / Stark Communications

- Campaign and digital work for Kerala Tourism, Incredible India, TATA Motors, and Air India across television, print, digital, and on ground — including Change of Air, Pack Up for Kerala, and Keravan Kerala.

- Represented Kerala Tourism at 20+ international trade fairs (WTM London, ITB Berlin, FITUR Madrid) and helped organise flagship events including the Kerala Travel Mart and Tourism Investors Meet.
- Rising Star, Crayons Advertising, 2012. Best Manager, Stark Communications, 2019.

EDUCATION

- PhD in Management, IIM Sambalpur — working professionals programme, ongoing (marketing management)
- Executive Post Graduate Programme in Management, IIM Kozhikode
- Post Graduate Diploma in Advertising and Public Relations, MICA Ahmedabad
- Bachelor of Law, Kerala University
- Bachelor of Arts in Sociology (distance programme), Annamalai University

RECOGNITION

- Top performing employee, Times of India, 2024 and 2025
- Best Performance Marketing Campaign for BCCL, E4M Marketing Awards 2026
- Best Manager, Stark Communications, 2019
- Rising Star, Crayons Advertising, 2012
- National and international campaign awards for Incredible India and Kerala Tourism, including PATA Gold (Pack Up for Kerala, 2023; Change of Air, 2022), PATA Grand (Human by Nature, 2020), and Golden City Gate Awards, Berlin (Best Film & Best Print Campaign, 2020)

RESEARCH

The Synthetic Crisis (working title) — doctoral research on how brands build resistance to AI-generated deepfakes and synthetic misinformation before an attack lands, drawing on Keller's customer-based brand equity model, situational crisis communication theory, and inoculation theory. IIM Sambalpur, 2026–2030.