

CHARU DWIVEDI

I'm a brand and creative strategist who partners with teams to reach customers and build a distinct point of view. I've been simultaneously blessed and cursed by being someone who cares a lot about everything.

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EXPERIENCE

Brand and UX Strategist MyFi

Feb 2025 – Present
Bangalore

- Built MyFi's positioning, personas and voice system, now standard across all customer-facing content.
- Defined the AI assistant's tone and response guidelines, and wrote its interface copy, from button labels to thinking messages.
- Personalised onboarding for 5 ad audiences: sign-ups rose ~25%, and users arriving with a clear intent grew from almost none to 1 in 3.
- Produced Meta video ads, including AI-generated cuts that drew 8× the click rate of standard cuts in a head-to-head test.
- Ran portfolio-connect campaigns that converted 45–52% of installs into linked portfolios, against a 29% average, and helped lift monthly new users ~7× after a paid-ads restart.
- Led a creative team of designers, editors and interns, and owned social across Instagram, LinkedIn and YouTube; one campaign reached 696,000+ accounts.

Brand Strategist and Consultant Independent

Mar 2023 – Present
Bangalore

- Shaped brand positioning and strategy with founders across D2C, B2B and tech, then carried it into campaign ideas, scripts and landing pages.
- Co-founded Kunu, a design-objects brand starting with 3D-printed lamps, and built its positioning, voice and identity from scratch.

Content Marketing Associate Unilodgers

Jan 2021 – Feb 2023
New Delhi

- Owned content across web, social and email for a student-housing marketplace serving students in 150+ countries, keeping one brand voice across every channel.
- Led social strategy and student campaigns from concept to launch, working with a small team and owning ideas through to execution.
- Ran the editorial calendar and SEO for product pages and blogs, reaching page one on Google for key student-housing searches.
- Built segmented, personalised email campaigns in Zoho, using performance data to improve booking conversion.

Copywriter, Brand Campaigns Alaya by Stage 3

Dec 2019 – Apr 2020
New Delhi

- Shaped concepts and copy for brand campaigns as part of the core team, including #TRYDONTBUY with Rhea Kapoor (22M+ eyeballs) and #Stage3onWheels, India's first store on wheels.
- Drove social content and influencer collaborations for a 200k+ follower brand, where Instagram was one of the largest revenue drivers.

SKILLS

Brand and marketing: brand positioning, narrative and voice systems, campaign strategy, social media strategy, go-to-market, brand governance

Product and experience: UI/UX content, onboarding journeys, AI conversation design, editorial standards

Creative and leadership: creative direction, graphic design, scriptwriting, video direction and editing, AI video, on-camera presenting, team leadership

EDUCATION

BA English Literature · Lady Shri Ram College for Women, University of Delhi

Class XII · Rajghat Besant School (KFI), Varanasi