

PRAGYA BHUTORIA

MARKETING &
BRAND BUILDING



PORTFOLIO 2025



ABOUT ME

I'm a brand strategist and marketer with over six years of experience at the intersection of creativity and strategy. My expertise spans brand building, social media management, and creative direction—bringing ideas to life through compelling visuals and clear narratives.

From crafting brand identities to executing results-driven marketing campaigns, I thrive on creating work that connects and converts. Whether it's shaping a brand's voice or designing its visual language, I blend design thinking with marketing insight to deliver impact.

MY PROCESS

DISCOVER → DISTILL → DESIGN → DEPLOY

A hybrid approach mixing strategy and design thinking.

Discover - Research, interviews, category + cultural immersion.

Distill - Insight mining, problem definition, strategic opportunity.

Design - Brand territories, identity, visual direction, tone of voice.

Deploy - Social systems, content strategy, creative execution.





CASE STUDY

ADANI INTERNATIONAL SCHOOL

End-to-end brand strategy including research, insights, conceptual territories, naming, and visual direction.

THE CHALLENGE

Adani Group wanted to build a world-class school in
Ahmedabad with a brand grounded in:

- Research
- Pedagogical insight
- Modern parenting behaviour
- Global standards

My role: research → insight → brand territories → naming →
work with creative teams





Research Overview

- **Groups of Parent Interviews**
- **Stakeholder Interviews**
- **Global Education Trends**
- **Indian Education Trends**
- **Peer School Analysis**

KEY INSIGHTS

Education is shifting from:

- ✗ Academic-first → ✓ Holistic learning
- ✗ Rote → ✓ Experiential
- ✗ Teacher-driven → ✓ Student-centric
- ✗ Limited exposure → ✓ Global, tech-enabled





PARENTS SEEK -

- Holistic development
- Structured freedom
- Strong teacher–student relationships
- Indian cultural grounding
- A school that shapes character, not just grades



Students expressed:

- Boredom with outdated teaching
- Pressure to perform
- Love for extracurriculars
- Desire for confidence building
- Need for modern spaces & exposure

CATEGORY & COMPETITOR MAP

Competitors analysed: Riverside, MGIS, GGIS.

Gap Identified:

No school combines global pedagogy + world-class infrastructure + emotional development.

Opportunity: Own both innovation and environment.



BRAND OPPORTUNITY

Adani can build a school where:

- Learning is immersive
- Teachers act as mentors
- Environment inspires
- Culture builds character
- Technology elevates learning

Strategic north star:

A school that develops confident, compassionate global citizens.





BE OUTLIER
Question everything. create anything

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Question everything. create anything

BE OUTLIER
Question everything. create anything

BE OUTLIER
Think. Learn. Create

ENTREPRENEURSHIP
WORKSHOP FOR TEENS
For Age 13-17 Years

**BUILD A CONSUMER
BRAND FROM SCRATCH**

**Entrepreneurship
for Kids**

Learn to build your own business
through real-world practice

- Create a product
- Build a brand
- Sell at a flea market
- Get mentored by IIM alumni

All in just 4 weeks!

Goregaon Sports Club **5th May to 5th June**

BUILT THE BRAND FOR BEOUTLIER — A B2C EDUCATIONAL PLATFORM TEACHING ENTREPRENEURSHIP TO KIDS. LED END-TO-END BRANDING: LOGO DESIGN, VISUAL IDENTITY, BRAND TONALITY, SOCIAL MEDIA STRATEGY, PRINT CREATIVES, AND AD SHOOT PRODUCTION.

01. AKARO

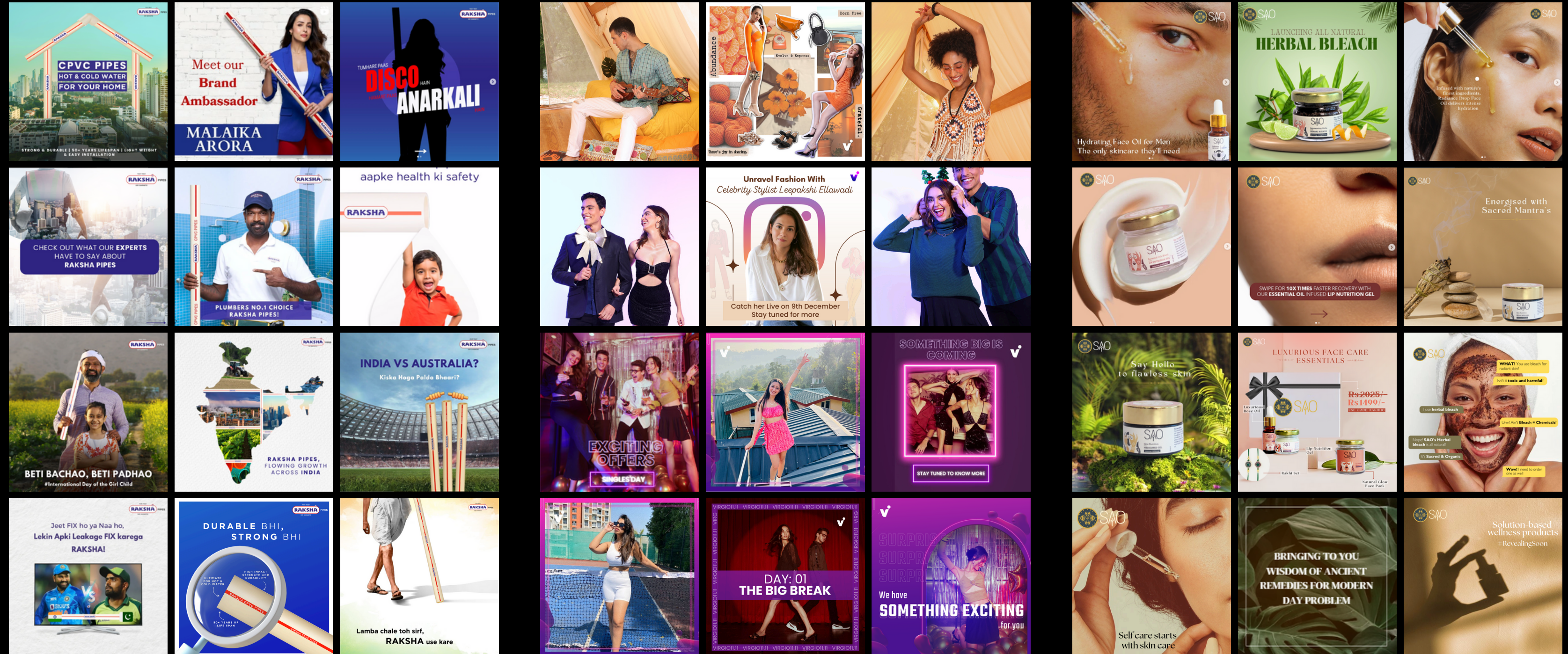
Akaro stands for individuality, rebellion, and unapologetic self-expression. Inspired by the word "shape," Akaro challenges societal molds—celebrating misfits, rebels, and creators who carve their own path. Our accessories aren't just products—they're personality pieces. Every item is designed to be a bold extension of the self. The Akaro logo reflects this spirit—an abstract form that symbolizes how everyone is different, yet equally powerful in their uniqueness.



02. ONTHEGO

Created the brand identity for OnTheGo, a travel accessory brand built for modern explorers. The design captures the spirit of adventure and movement—appealing to travelers who seek experiences beyond the ordinary. The logo symbolizes motion and freedom, reflecting the brand's core philosophy of chasing new horizons. From visual language to product styling, every element was crafted to resonate with a life in motion.





Virgio

SAO

CASE STUDY 4

From ideation to execution, I craft content that captures a brand's spirit and connects with its target audience. I oversee the full process—from scripting and shoot direction to editing and final delivery—ensuring every piece not only reflects the brand's identity but also drives engagement on social media.



CONTENT DIRECTION



**TOGETHER LET'S
BUILD SOMETHING
MEANINGFUL**

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