Aditi Vyas DeWitt

BRAND, CREATIVE & AI-ENABLED MARKETING LEADER

Brand Strategy • Creative Direction • AI Systems & Automation • Integrated Go-to-Market • Performance Marketing • PR & Partnerships

aditisvyas94@gmail.com | Website | linkedin.com/in/vyasaditi

PROFESSIONAL SUMMARY

I'm a brand and marketing leader with over 7 years of experience in luxury design, pairing strategic thinking with a design background and hands-on AI systems building. Most recently, I led marketing for a four-brand luxury interiors portfolio forecasted to generate $20M in revenue, building the marketing function, team, and AI-powered operating system from the ground up.

I design and deploy custom AI agents that run day-to-day marketing operations, from email and task management to brand partnership workflows. I have a proven record of turning brand vision into revenue through creative direction, integrated go-to-market plans, paid media, PR, partnerships, and experiential activations, working closely with founders and executive leadership. I'm excited to bring this to brands in luxury design, hospitality, and real estate.

LEADERSHIP HIGHLIGHTS

- Oversaw marketing for a four-brand portfolio generating $20M in revenue, owning strategy, creative direction, channel mix, and analytics / performance reporting.
- Built a marketing function from scratch, including team, systems, KPIs, and reporting infrastructure.
- Recruited and led a cross-functional team of 8, including 3 full-time employees, 1 intern, and 4 consultants and freelancers.
- Launched 4 new revenue streams through paid media, reaching up to 8.4x ROAS.
- Grew the flagship brand's Instagram audience from 19K to 50K+ and monthly reach from 160K to about 1M.
- Secured 31+ editorial and advertorial placements, including Architectural Digest and Luxe, plus 40+ brand partnerships.
- Built a custom AI operating system for marketing using Notion, Codex, ChatGPT, and Claude, with agents for email management, task management, brand partnership support, systems management, and a custom-built CRM — then trained and mentored the team and cross-functional partners on these systems, auditing performance to continuously refine them based on real-world usage.

EXPERIENCE

Marketing Manager, Brand & Strategy | Kaitlyn Wolfe

Scottsdale, AZ (Hybrid) | May 2025 – Oct 2026

Led brand, marketing, and growth strategy for a $20M-revenue, four-brand luxury interiors portfolio, building the marketing function from the ground up and reporting directly to executive leadership.

- Designed and built the company's AI-powered marketing operating system on Notion, Codex, ChatGPT, and Claude, including an email agent, a task manager, a brand partnerships copilot, and a systems manager that automate daily operations and reporting.
- Built a custom CRM and partnership pipeline with Codex, Claude, and Notion to track leads, brand partners, and deliverables from first contact through close.
- Recruited and led a cross-functional team of 3 full-time employees, 1 intern, and 4 consultants and freelancers to deliver against brand and growth priorities.
- Grew the flagship brand's Instagram following from 19K to 50K+ and monthly reach from 160K to about 1M through content strategy and audience engagement programs.
- Established KPIs and reporting across Meta, Pinterest, Google Ads, LinkedIn, Houzz, YouTube, and email via Mailchimp, Klaviyo, and Substack.

- Built 4 new revenue streams through Meta Ads (7.3x ROAS), Google Ads (3.2x ROAS), Pinterest (8.4x ROAS), and email marketing (2x subscribers).
- Led PR strategy, securing 31+ editorial and advertorial placements in Architectural Digest, Phoenix Home & Garden, Luxe, Iconic Life, and Modern Luxury, plus 3 podcast features and 7 speaking engagements.
- Secured and managed 40+ brand partnerships from negotiation through deliverables.
- Conceived and produced multiple experiential brand activation events, owning strategy, vendor negotiation, and onsite execution.

Consultant | Yellow Pebble

NYC (Remote) | *May 2021 – March 2025*

Clients: *Colgate, Revlon, The White House (via Ketchum), Adorama, Groundswell, Quoizel, and others.*

- Directed brand positioning and creative strategy from concept through execution, presenting recommendations directly to C-suite and executive stakeholders.
- Built and led a team of 3 freelance designers, establishing creative standards and brand consistency guidelines across simultaneous client engagements.
- Partnered with Colgate's brand and marketing teams in strategy sessions to shape positioning, messaging, and campaign priorities, including creative strategy for a freshness tablet launch and a dog food kibble campaign.
- Designed and ran A/B tests on creative and messaging for Colgate campaigns to identify top-performing concepts and optimize effectiveness.
- Developed brand identity systems and launched creative across a diverse client roster spanning luxury, hospitality, government/public sector, and consumer goods.
- Sustained a 3+ year, repeat-client consultancy — evidence of consistent quality and client retention across a shifting roster of accounts.

Marketing Coordinator & Visual Designer | Solving Alpha

Scottsdale, AZ (Hybrid) | *September 2022 – March 2023*

- Managed end-to-end Amazon Marketing strategy, running PPC campaigns (Sponsored Products, Sponsored Brands) to drive traffic and conversion.
- Designed Amazon Brand Storefront pages and product listing visuals to strengthen brand presentation and improve on-platform conversion.

Marketing Consultant | Revlon Inc. (Contract)

New York (Remote) | *August 2021 – March 2023*

- Partnered with the global VP of Marketing to design brand-consistent retail exhibition and product display sets for new launches, planning up to 2 years ahead of market.
- Established brand display standards and sustainable design guidelines that reinforced brand values across the retail footprint.
- Customized display specifications for multiple global markets while maintaining consistent brand presentation worldwide.

Visual Designer | CLEAR

New York, NY | *June 2019 – October 2022 (concurrent with consulting practice)*

- Led product development and go-to-market strategy for three key product launches, including a patented facial recognition kiosk.
- Managed production processes end-to-end, from development through launch, to safeguard brand quality standards and ensure a seamless market rollout.

ADDITIONAL EXPERIENCE

Professional Design Mentor | Savannah College of Art and Design | Georgia | 2020 – Present
Lead Experience/Industrial Designer | SFDS | Brooklyn, NY | Early 2019
Industrial Designer | MTD Products | Arizona | 2017 – 2019
Industrial Design Intern | Quoizel Inc. | Charleston, SC | 2016
Industrial Design Student Assistant | Savannah College of Art and Design | Georgia | 2015

AWARDS & RECOGNITION

- Gold Award, European Product Design Awards (2017)
- Finalist, Red Dot Design Award (2017)
- Indefatigable Award (Best Employee of the Quarter), CLEAR (2019, 2020)
- A'Design Award (2020)
- iF Design Award (2022)

EDUCATION

Bachelor of Fine Arts (BFA), Industrial and Product Design | Savannah College of Art and Design | 2014 – 2017

CORE COMPETENCIES

Leadership: Multi-Brand Portfolio Management • Team Building & Mentorship • Executive Stakeholder Leadership • Budget & Agency Management • Cross-Functional Alignment
Creative & AI: Creative Direction • Brand Identity Systems • Visual & Product Design • AI Agent Design • AI Workflow Automation • Marketing Operations Systems • Prompt Engineering
Marketing: Brand Strategy & Positioning • Integrated Go-to-Market • Demand Generation & Full-Funnel Marketing • Paid Media & Performance Marketing • Social Strategy & Audience Growth • PR & Thought Leadership • Brand Partnerships • Experiential Marketing • Product Marketing • Custom CRM Design & Lifecycle Marketing • Marketing Analytics & KPI Reporting • Omnichannel Marketing
Tools: Meta Business Suite • Google Ads • Pinterest Ads • LinkedIn • Houzz • YouTube • Mailchimp • Klaviyo • Substack • Notion • Claude • ChatGPT • Codex