

# Arnold Pradhan

5101 39<sup>th</sup> Ave Sunnyside, New York 11104 | (347)-971-6158  
Pradhan.arnold@gmail.com

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## EDUCATION

### **Masters in Branding | School of Visual Arts | Graduated with honors: August 2020**

An accelerated program centering on in-depth exploration and understanding of the role brand strategy plays in business, culture, and behavior through in-class lectures and client projects with companies. Visit <https://arnoldpradhan.com> for more details of the projects.

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## PROFESSIONAL EXPERIENCE

### **Brand and Product Strategist | Unnati Ventures, Inc. | August 2021- Present**

Conduct an audit on the competitive and cultural landscape of health apps in the market.  
Lead a cross-functional team to develop a brand identity and product features that aligns with cultural values.  
Develop a go-to-market strategy to test products and features and raise brand awareness.

### **Freelance Brand Strategist | Buck | November 2021 | November 2021- March 2022**

Drive brand strategy for multiple clients such as WhatsApp, Meta, and Tobacco-Free Kids.  
Develop strategies that align the brand's goals with the cultural zeitgeist.  
Map brand strategies back to visuals and actionable design for client presentation.  
Conduct market landscape audits to provide insights into consumers' and competitors' behavior.

### **Freelance Senior Brand Planner | Wunderman Thompson | November 2021- February 2022**

Develop a strategy that champions and aligns all Best Buy's inclusivity and diversity initiatives under 'More of This' campaign.  
Partner with culture influencers to create content that aligns with strategy.  
Lead open conversations about inclusivity and diversity with Wunderman Thompson and Best Buy team.

### **Creative Project Manager | WhoWhatWhy | February 2020 – December 2021**

Manage and track project deliverables from concept development to implementation.  
Maintain successful cross-functional teams by facilitating communication among team members through email, slack, and conferences.  
Research innovative technology and processes to eliminate communication barriers and increase overall efficiency.

### **Brand Strategist | True Nirvana Travel Agency | August 2018 – September 2019**

Consult and advise the management team on marketing and branding strategies.  
Manage and support a cross-functional team to develop and track integrated marketing campaigns.  
Implementation of the new identity and communication strategy increased revenue by 15% and reduced cost by 5% within three months.

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## SKILLS & INTERESTS

Skills: Marketing and brand strategy, positioning, brand identity development and cross-functional team management.

Interests: Photography, psychology, philosophy and biking.

Language: English and Nepali (fluent), Hindi and Newari (conversational).