

# RANJITHA YELLUR

Bengaluru, India | [askyellur@gmail.com](mailto:askyellur@gmail.com) | LinkedIn - <https://www.linkedin.com/in/ranjithayellur/>

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## SUMMARY

Brand marketing professional with hands-on experience leading multi-channel social media strategies, influencer campaigns, and 0 to 1 brand building for premium brands. Proven track record across go-to-market execution, community building, luxury event activations, and B2B revenue generation.

## EXPERIENCE

### **Marketing Lead** (*Boroka Gin, Amateur Vodka, Torii Whisky*)

September 2025 – Present

LVI Holdings | Bengaluru, India

- Lead brand marketing, social media strategy, creator partnerships, and event activations across a portfolio of three premium alcobev brands.
- **Torii Whisky (0-to-1 Brand Launch):**
  - Built the brand from the ground up, developing complete brand guidelines, visual identity, mood boards, tone of voice, and launch campaign architecture.
  - Built an exclusive 100member Founding Member Circle using a targeted application and screening process to cultivate an early-adopter community.
  - Planned and executed an end-to-end private whisky tasting session for an exclusive group of VIP stakeholders and influencers to gather feedback and build brand advocacy.
- **Boroka Gin & Amateur Vodka:**
  - Directed regional influencer marketing campaigns across Karnataka and Pondicherry, generating 2.5M+ views at an efficient CPV of ₹0.11 through curated creator partnerships.
  - Built and scaled the Boroka Instagram channel in-house.
  - Managed end-to-end content production workflows, including photoshoot creative direction, reel production, and cultural storytelling.

### **Business Development Executive**

May 2025 – September 2025

Onextel | Bengaluru, India

- Managed B2B lead generation, client outreach pipelines, and strategic negotiations.
- Converted a key enterprise account that generated ₹800,000 in recurring revenue.

### **Marketing & Customer Experience Intern**

April 2024 – June 2024

Porsche Centre Bengaluru | Bengaluru, India

- Supported luxury event planning and customer experience touchpoints for high-net-worth clients.
- Assisted in client engagement initiatives that achieved a 30% feedback response rate and generated ₹100,000+ in campaign enquiries.

## EDUCATION

### **Master of Business Administration (MBA) – Marketing**

CHRIST University, Bengaluru

- Specialization: Branding, Customer Experience & Digital Marketing
- Awards: Recipient of Six Best Manager Titles

### **Bachelor of Commerce (B.Com)**

**BRANDS & PORTFOLIO**

LVI Holdings | Boroka Gin | Amateur Vodka | Torii Whisky | Onextel | Porsche Centre Bengaluru