

# Aradhya Tripathi

Sports Marketing Professional, exploring opportunities across brand marketing and communications.

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## WORK EXPERIENCE

### Associate Brand Manager RunAdam Sports

04/2018 – Present

New Delhi

- Devised digital marketing strategies for the product.
- Responsible for pitching the product to athletes, corporates, schools, and other stakeholders.
- Responsible for on-ground activation of events such as the National Federation Cup 2018 and the National Archery Championship 2018.
- Secured the first sponsorship deal for the athletes on the RunAdam platform.

### Venue Operations Intern FIFA U-17 LOC

09/2017 – 11/2017

New Delhi

- Single-handedly worked on the end to end logistics and operations for VIP guests- external stakeholders such as Sunil Chetri, Bhaichung Bhutia amongst others- who were honored by the Prime Minister of India.
- Successfully completed the tasks pertaining to medical aid for Jawaharlal Nehru Stadium, New Delhi.

### Brand Marketing Intern (HeartBeat Sports BU) adidas

03/2017 – 05/2017

New Delhi

- Successfully established a new sports property with the Adidas Junior Open, the responsibilities of which included conceptualizing, planning, and executing it from end to end.
- Continuously monitored and reported the #Ill Campaign (online and offline activation).
- Ensured adidas sponsored athletes' needs were met, with primary focus on cricketers during the heavy IPL season. All the above tasks were continuous in nature and were regularly monitored and evaluated, in order to maintain the high level of output.

### Operations Supervisor Phaze Experience

04/2016 – 05/2016

New Delhi

- Managed the North-East stand brand activations for Delhi Daredevils at the Feroz Shah Kotla stadium for the years 2014 and 2016.
- Awarded the Best Newcomer Award, for the year 2014.

## EDUCATION

### MBA- Sports Management Symbiosis School of Sport Sciences

08/2016 – 04/2018

Pune

### BBA- Marketing Symbiosis Centre for Management Studies

06/2013 – 05/2016

Noida

## SKILLS

Sports Marketing

Event Management

Digital Marketing

Team Management

Brand Activation

## ACHIEVEMENTS

Captain of the Cricket Team, Symbiosis International University.

Captain of the Cricket Team, Symbiosis School of Sport Sciences.

Secretary General, Symbiosis Model United Nations Conference.

Captain of the Cricket Team, Symbiosis Centre for Management Studies.

Deputy Secretary General, Symbiosis Model United Nations Conference.

Sports Captain, Amity International School, Noida.

NCC Certificate 'A'

Captain of the Cricket Team, Amity International School.

## INTERESTS

Reading

Cricket

Manchester United

Crossfit

Music