

ADITI BHANDARI

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EXPERIENCE

PepsiCo, Dallas, TX

2021 – 2024

Marketing Manager, Cheetos and Flamin' Hot; MBA Intern, Ruffles (Summer 2020)

Brand Marketing & Strategy

- Spearheaded integrated marketing plan for a new product launch by leading 23-people, multi-agency team to deliver Gen-Z targeted campaign to beat new product trial goal by +37%. Campaign elements: experiential event at Coachella with talent performance (4B+ PR impressions), video production, TikTok influencer campaign, and product-forward digital media assets.
- Directed high-profile campaign for Flamin' Hot brand awareness: led A-list talent partnership, LTO packaging, microsite, and designer merch drop – proceeds raised over \$175,000 towards a scholarship fund to lessen student debt burden for 24 selected graduating college seniors at talent's alma mater. Executed on-campus event with surprise talent appearance, resulting in 253MM earned impressions.
- Supported Frito-Lay's three-year brand growth strategy and tactical roadmap focused on establishing Flamin' Hot as a culture-focused lifestyle brand & competitive portfolio; recognized by leadership for one of the most clear and well-presented Annual Operating Plan brand presentations to senior company staff.

Consumer Insights & New Product Innovation

- Shaped whitespace snack product line from concept and flavor development jointly with R&D and consumer insights teams; championed the consumer voice throughout the stage-gates of moving the product to commercialization through a massive organization. This new snack line launch for Frito-Lay is forecasted to hit \$250MM+ in Y1 sales.
- Detected consumer issue of dissonance between packaging and product taste experience via quantitative consumer experience data and qualitative observation of ecommerce consumer reviews when a new SKU worth \$8.5MM annually was performing below expectations. Collaborated swiftly with design and legal teams to update flavor cues and add expressive copy to better convey product experience on pack. Delivered updated packaging to shelf on time to secure re-order from key mass retailer; consumer review ratings improved 24%.

Business & Channel Management

- Mastered database IRI (now Circana) over a few weeks to uncover category and competitive insights to inform product pricing, promotion guidance, pack size architecture, and shelf space strategy for new product line.
- Collaborated with retail and shopper marketing teams to manage business performance and create bespoke retail programming during key timeframes to grow strategic Cheetos sublines including Flamin' Hot Cheetos, Sabritas (Hispanic-focused), and Popcorn; achieved 108% above-plan performance for Cheetos via strong cross-functional relationships.

Target Corporation, Minneapolis, MN

2015 – 2019

Digital Media Operations Manager, Roundel (October 2018 – July 2019); Analyst (2016 – 2018)

Owned digital advertising tech processes for in-house media agency responsible for \$500MM+ in annual revenue

- Reduced late campaign launches by 25% and shortened campaign readiness timeline by 10% through collaboration across work groups to identify inefficient handoffs between teams and automate transfer of information.
- Evaluated processes and tools to recommend build-rent-buy strategy for adtech/martech stack and agency model; influenced strategy at President-level leadership to establish new offshore team in India increasing margins and efficiency.

Special Assignment, Cultural Marketing (March 2016 – September 2017)

Recommended by Director to identify opportunities to increase market share and relevance with multicultural guest segments

- Assessed sales and market data in natural/curly hair care category; worked with research agency to effectively story-tell to leadership how important hair is to the Black female guest, resulting in procuring budget for targeted digital and social media marketing. This work helped Target move from an 'ethnic' hair care aisle to having a 'natural/curly' section resulting in a more inclusive experience for shoppers.

Analyst, Marketing Effectiveness & Brand Health (July 2015 – October 2016)

- Analyzed primary and secondary data; created a Value Dashboard to educate Pricing and Promotions leadership on guest value perception of Target compared to its competitive set. This dashboard led Target to revamp its value strategy in 2017.

EDUCATION

University of California, Berkeley, Haas School of Business

May 2021

Master of Business Administration

- Haas MBA Association: elected VP Communications in student gov; built sustainable and trusted communication channels between student body, leaders, and administration during COVID-19 pandemic
- Haas Student Leadership Award: merit scholarship awarded for exemplary leadership and service to the school

The University of Texas at Austin, McCombs School of Business

May 2015

Bachelor of Business Administration, Marketing; Minor in Cultural Anthropology

ADDITIONAL

- **Strengths:** Collaboration & cross-functional wins, culture & social discourse, change management, coaching and mentoring
- **Extracurricular:** Career Committee, Black & Latinx ERG; Wellness Committee; Summer Internship Planning Committee
- **Interests:** Hip Hop/R&B, culture-centered travel, beauty/skincare industries, narrative-focused advertising, event planning