

DEEPTHI WELARATNA



+1 (415) 335-0500

deepthiw@gmail.com

Los Angeles, CA

deepthiw.com

SUMMARY

Dynamic marketing executive with over 15 years of experience leading brand strategy, marketing innovation, and content creation across diverse industries. Expert in shaping global brand identities, driving digital transformation, and cultivating community engagement to propel brand visibility and growth. Proven track record in leveraging data-driven insights to develop impactful marketing strategies and narratives that resonate with audiences worldwide. Adept at fostering collaborative environments and steering organizations through change, demonstrating leadership in evolving market landscapes.

SKILLS

- Brand Strategy & Development
- Digital Transformation & Engagement
- Content Strategy & Narrative Design
- Strategic Partnerships
- Marketing Leadership & Innovation
- Data-Driven Marketing Analysis
- Cross-Functional Team Leadership
- Stakeholder Management

EXPERIENCE

Thicket Labs

Founder and CEO • 2014 - 2019

Established and grew a pioneering digital platform for audience research and strategic planning, servicing high-profile clients including Google and YouTube Originals. Led product and marketing, resulting in a 375% improvement in ROI per client project and 300% YoY revenue growth.

Openbox

Director of Strategy • 2012 - 2014

Spearheaded a strategic pivot from investment services to design and innovation, establishing a new business model, brand voice and system, and team, resulting in significantly expanded market presence. Results included new clients, client renewals, and media partnerships.

Blue State (WPP)

Digital Strategist • 2010 - 2012

Designed and led digital marketing strategies for major clients, resulting in significant business wins and enhanced digital footprints. Responsible as lead strategist for new business, retention, and upsells with single client wins valued up to \$2M.

Netpop Research

Market Research Manager • 2005 - 2007

Managed global research projects, providing in-depth analysis and insights that informed product positioning and market entry strategies. Directed a two-year message testing and localization program for Google Adwords. Estimated worth \$1.3 billion then, \$209 billion today.

Brilliant Earth

Marketing and Communications Consultant • 2005 - 2008

Launched a new luxury brand to become global market leader in its vertical in under three years. Advised and executed on all marketing, PR, and SEO programs. Copywriting and advising on brand packaging design and other collateral. Market cap today: \$500 million.

EDUCATION

MA in Media Studies

The New School • 2008 - 2012

BA in English

San Jose State University • 1999 - 2001

CERTIFICATIONS

Finance & Accounting

Harvard Business School Online • 2023

Market Research

GMI (now part of Kantar) • 2005

AFFILIATIONS

Current

RSA (Royal Society for the encouragement of Arts, Manufactures, and Commerce) • 2019 - present

Past

Startup Leadership Program • 2017
SOCAP Global • 2017
Personal Democracy Forum • 2016

TOOLS

Strategic and Planning (Asana, Figma, MS Office, Google Workspace, chatGPT)
Analytics and Data Visualization (Google Analytics, Tableau)
CRMs (Hubspot, Salesforce)
Digital Marketing (Google and FB Ads)
Social Media Management (Hootsuite)
CMS (Wordpress, Drupal, Joomla)
Creative (Adobe CS, Canva, Midjourney)
Communication and Collaboration (Slack, Discord, Zoom, MS Teams)
Market Research (Kantar, SurveyMonkey)
PR and Media (Cision, LexisNexis)
Dev (Github, Jira, HTML, CSS)