DHANUSH SUDESH

Marketing, Operations & Consumer Insights Professional

Location	Bengaluru, Karnataka, India | Open to Remote & Relocation
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Portfolio	https://dhanushresume.online
Nationality	Indian

PROFILE

Versatile professional spanning marketing, operations, and food & beverage strategy, combining hands-on commercial experience in premium beverage marketing and large-scale campus operations with academic training in consumer behaviour and food culture from the University of Padova, Italy. Most recently a founding member and consultant to Quartermelon, a cold-pressed prebiotic fresh fruit juice brand, contributing cross-functional expertise in brand building, pricing, supply chain, and go-to-market execution. Brings strong cross-cultural fluency, research rigour, and a track record across marketing, operations, and people management.

WORK EXPERIENCE

Founding Member & Consultant 2026- present

Quartermelon, Bengaluru, India

- Advise the founding team on setting up a cold-pressed prebiotic fresh fruit juice brand from the ground up, contributing across product development, operations, and brand strategy.
- Built pricing models, COGS structures, and B2B/D2C commercial frameworks, and developed a phased growth strategy benchmarked against established category players such as Suja Organic.
- Led brand positioning and go-to-market messaging, including category narrative development and early customer retention analysis (CAC/LTV).
- Coordinated a small cross-functional team (finance, sales, production) through a structured weekly production and delivery cycle, strengthening project management and stakeholder coordination skills.

Marketing Associate 2021-2023

John Distilleries — Big Banyan Wines, Bengaluru, India

- Designed and executed experiential marketing campaigns, including 50+ guided wine tasting sessions blending cultural - storytelling with sensory analysis.
- Analysed consumer responses to brand positioning using Power BI, producing actionable behavioural insight reports that contributed to a 12% increase in direct wine sales.
- Managed the brand's Instagram presence, growing digital engagement by 30% through product storytelling rooted in cultural identity.
- Collaborated cross-functionally with sales and production teams to align marketing strategy with product development and seasonal campaigns.

Campus In-charge 2019-2021

K12 Techno Services, Bengaluru, India

- Managed day-to-day academic and administrative operations for 1,000+ students, leading a team of 30+ staff.
- Acted as primary point of contact between management, teaching staff, and parents, streamlining cross-stakeholder communication.
- Designed outreach strategies and monitored performance using quantitative KPIs; oversaw compliance documentation, admissions, and scheduling.

EDUCATION & TRAINING

MSc in Italian Food & Wine 2023-2025

University of Padova, Italy

- Interdisciplinary programme integrating food science, anthropology, consumer culture, and marketing.
- Thesis: "The Impact of AI on Food Authenticity and Emotional Connections in Cooking," supervised by Prof. Paride Bollettin.
- Forthcoming book chapter on Neapolitan pizza as cultural heritage, Food & Anthropology volume, University of Padova Press (2026).

Postgraduate Diploma in Operations Management 2021-2023
NMIMS, Mumbai, India

Bachelor's Degree in Hotel Management 2015-2019
AIMS Institutes, Bengaluru, India

ACHIEVEMENTS & INTERNATIONAL EXCHANGE

Eusalp Youth Exchange Programme 2025
Alps region, France–Switzerland border

- Selected as one of six participants for a 6-day international youth exchange, representing Italy despite not being a native delegate.
- Collaborated with a multinational cohort on policy discussions around increasing tourism and population sustainability in alpine regions, and on strategies to protect fragile alpine ecosystems.

PERSONAL SKILLS

Mother tongue	Kannada
Other languages	English — Highly Proficient (C1/C2) | Hindi — Highly Proficient (C1) | Italian — Intermediate (B1) | Spanish — Elementary (A2)
Business skills	Brand building, product development, pricing & COGS modelling, B2B/D2C sales strategy, cross-functional coordination
Research skills	Quantitative & qualitative research design, survey construction, thematic analysis
Digital skills	Microsoft Power BI (certified), Excel, SPSS, Canva, Google Workspace

CERTIFICATIONS

- McKinsey Forward Programme — Leadership & Management, McKinsey & Company
- Google Data Analytics Certificate, Google (Coursera)
- Google Digital Marketing & E-Commerce Certificate, Google
- Microsoft Power BI Certification — Analyzing & Visualizing Data with Microsoft Power BI
- WSET — Wine & Spirit Education Trust

REFERENCES

Available upon request.