

Shiv Mamadapur

FOUNDER/CEO, BRAND RAGA



Introduction

Shiv Mamadapur is a marketing strategist with 15+ years of experience in brand building, digital marketing, and political communication. He has led 950+ impactful campaigns across corporate and government sectors. As founder of Brand Raga, he specializes in turning ideas into growth-driven strategies.

Professional Experience

March 2017 - Present

Founder / CEO

Brand Raga Marketing Consultants Pvt Ltd, Bengaluru.

December 2015 - March 2017

CEO & Director

Digital Pitcher Networks Pvt Ltd, New Delhi.

March 2014 - August 2018

Co-Founder

Canvas Mantra, Bengaluru.

June 2013 - December 2015

Associate Partner

Custard Apple Productions, Bengaluru.

September 2013 - April 2014

Core Member

Google Business Group - Belgaum

March 2010 - July 2013

Brand Manager

PSYX Fashion & Events, Bengaluru.

Education

Graduated May 2015

Bachelor of Engineering, Electronics & Communication

KLE College of Engineering & Technology, Belgaum

Skills



Strategic Marketing
& Brand Positioning



Campaign Management
& Communication



Digital Marketing &
Performance Strategy



Public Relations &
Media Planning

References

Vikash Gupta

Custard Apple Production | CEO

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Shriharsh Patil

Yash Industries | CEO

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Career Highlights

Corporate Experience

- Partnered with leading companies to craft compelling brand identities and build robust digital footprints, driving visibility and business growth.
- Conducted deep market research and developed result-driven marketing strategies for brands such as Ecosweet, Openhouse, Hombale Group, Dr. C. N. Ashwathnarayan Foundation, True Power (Enercent), and Chanakya University.
- Successfully led brand transformation and repositioning projects for businesses like Net4G and Custard Apple Productions, turning market challenges into growth opportunities.
- Recognized as the youngest core member of the Google Business Group – Belgaum (2013–2014), contributing to digital awareness and innovation.
- Mentor to emerging startups in areas of marketing, digital strategy, and brand management, and invited speaker at top engineering and management institutes.

Government Collaborations

Extensive experience in delivering strategic marketing and digital communication solutions for key Karnataka government departments, including:

- Department of Health & Family Welfare
- Department of Electronics, IT, Bt, and S&T
- Hutti Gold Mines Company Ltd.
- Tribal Welfare Department
- Karnataka State Road Safety Authority
- Karnataka State Pollution Control Board
- MSIL (Mysore Sales International Limited)

Political Campaign Leadership

- Core contributor to the BJP Manifesto Campaign for the 2018 Karnataka Assembly Elections, driving statewide engagement by organizing 224 constituency-level events, 17 sector-specific forums, and leading initiatives like missed-call campaigns, telecalling drives, and digital outreach—collecting over 3 lakh public inputs.
- Served as a personal digital strategist for key political figures including B. S. Yeddyurappa, Dr. Ashwathnarayan, B. Sriramulu, Arvind Limbavali, among others.
- Directed end-to-end social media campaigns during 2019 for Shri. S. T. Somshekar (Yeshwanthpur), Shri. Narayan Gowda (KR Pete), and Shri. Shrimant Patil (Kagwad).
- In 2023, led successful digital campaigns for Shri. Mahesh Tenginkai (Hubballi Central), Smt. Manjula Limbavalli (Mahadevapura), and Smt. Manjula Karadi (Koppal), enhancing their digital reach and public connect.

Professional Experience

March 2017 - Present

Founder / CEO

Brand Raga Marketing Consultants Pvt Ltd, Bengaluru.

Brand Raga is a Bengaluru-based 360° marketing consultancy known for its adaptive, result-driven approach powered by the proprietary 'YouFlexible' model. From brand building and performance marketing to political campaigns and event strategies, we deliver custom solutions that drive real impact. With a proven track record of 650+ campaigns and 15,000+ leads generated, Brand Raga blends strategy, creativity, and data to help businesses scale with precision. We don't just market—we transform.

Key Responsibilities:

- Leading overall operations and strategic direction of the company.
- Developing and executing integrated digital strategies for diverse clients.
- Creating purpose-driven content tailored to business and communication goals.
- Designing personal branding campaigns for politicians, social entrepreneurs, and educationists.
- Building value-driven marketing strategies tailored for business communities and niche markets.
- Overseeing the Sales & Marketing division to drive business growth and client acquisition for Brand Raga.

December 2015 – March 2017

CEO & Director

Digital Pitcher Networks Pvt Ltd, New Delhi.

Digital Pitcher Networks offers end-to-end digital marketing solutions designed to drive measurable business growth. Specializing in tailored lead generation, SEO/SEM, email and mobile marketing, and website development, the agency focuses on building and managing impactful online presences. With a client-centric approach, Digital Pitcher ensures brands remain relevant and resonant with their target audiences.

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Professional Experience

Key Responsibilities:

- Managed daily operations and strategic functions of the company.
 - Handled all documentation and compliance for collaborations across international and domestic markets.
 - Prepared and submitted government tenders related to digital marketing services.
 - Coordinated with various government agencies to manage and execute their digital marketing initiatives.
 - Conceptualized and implemented comprehensive digital marketing strategies for clients.
 - Led client engagements, including sales presentations and strategic consultations.
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March 2014 – August 2018

Co-Founder

Canvas Mantra, Bengaluru.

Canvas Mantra was an online platform created to empower artists and photographers from diverse backgrounds by providing them with opportunities to showcase and monetize their work. Through a blend of online portals and curated offline events, the platform promoted artistic expression while ensuring commercial viability. With a focus on market reach and digital accessibility, Canvas Mantra helped bring creative visions to audiences around the world.

Key Responsibilities:

- Managed domestic operations and day-to-day activities of the company.
 - Built and expanded a strong network of artists and creative professionals.
 - Conceptualized and curated art exhibitions at luxury venues and premium hotels.
 - Coordinated with international partners to facilitate global sales and collaborations.
 - Planned and executed targeted marketing strategies to drive artwork sales across the Indian market.
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June 2013 – December 2015

Associate Partner

Custard Apple Productions, Bengaluru.

Custard Apple Productions is a Bangalore-based event management company where I worked closely with the core team to develop and implement impactful social media marketing strategies, including campaign design, audience targeting, and content execution. I played a key role in expanding the company's presence across B2B and B2C segments, driving both visibility and business growth.

Key Achievements:

- Conducted client meetings to understand requirements and created tailored marketing plans.
 - Conceptualized and executed event designs for corporate clients and luxury hospitality venues.
 - Delivered effective sales presentations to prospective clients, enhancing lead conversion.
 - Strengthened brand visibility of Custard Apple among B2B and B2C audiences.
 - Led end-to-end social media marketing and management to support event promotion and engagement.
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September 2013 – April 2014

Core Member

Google Business Group - Belgaum

Google Business Group – Belgaum (GBG) is a global Google-supported initiative aimed at helping entrepreneurs and small businesses leverage digital tools to grow and succeed. I served as a Core Member of the Belgaum chapter, playing a vital role in community-building, volunteer engagement, and digital outreach.

Key Responsibilities & Achievements:

- Built a dedicated audience and team of active volunteers to expand GBG's presence in the region.
- Contributed to GBG Belgaum being ranked among the top-performing global chapters for delivering Google-led digital marketing education.
- Initiated internship programs for students to foster real-world learning and engagement.
- Led and organized awareness campaigns around GBG initiatives and programs.
- Conducted training sessions on leveraging digital technologies for business growth and online presence enhancement.

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Professional Experience

March 2010 – July 2013

Brand Manager

PSYX Fashion & Events, Bengaluru.

PSYX Fashion & Events, Bengaluru, was a dynamic event company involved in high-energy parties, promotional events, and movie marketing campaigns. I joined as Brand Manager and took charge of rebranding the company while strengthening its digital presence and market positioning.

Key Achievements:

- Conducted in-depth marketing analysis, including consumer profiling and target audience behavior studies to guide strategy.
 - Successfully led a comprehensive rebranding initiative grounded in market insights.
 - Played a pivotal role in business development, contributing to client acquisition and brand growth.
 - Built and nurtured a vibrant online community with over 9,000+ active members.
 - Led end-to-end social media marketing and management to increase engagement and event reach.
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Speaker Profile

- Speaker for North Karnataka Biggest Industrial Expo – INCOMEX 2016 at Hubli. (December 2016)
- Entrepreneurship (July 2015) Guest Lecture Organized by Trinity College of Management, Belgaum.
- Social Media Tools for Career Growth (Oct 2014) Organized by GBG-Belgaum for BBA Students KLE CBALC
- Radio Interviews on Digital Marketing at Venudhawani. (June 2014, December 2015)
- Entrepreneurship Management (April 2014) Organized by ESSCA for EC Students KLECET
- Digital Marketing (April 2014) Organized by Google Business Group - Belgaum for Women Entrepreneurs
- Entrepreneurship Management (March 2014) Organized by BESTA for Bio – Medical Students, KLECET
- The Entrepreneurs (Feb 2014) Judging at Infuze KLECET organised by Bio - Med dept.
- Band O Man Judging at Zenith 13 (Feb 2013) Oxford College Hubli,
- Core Organising Member, Velocity '09, Hill Climbing Bike Race, Belgaum (2009)