

MAITREY ADAPALA

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PROFILE

Marketing professional with 3+ years of experience across media and technology, focused on competitive intelligence, digital campaigns and AI-assisted content production. Skilled in using competitor research and audience insights to shape content strategy and improve marketing workflows. MSc in Strategy and Digital Transformation at IÉSEG, expected October 2026

WORK EXPERIENCE

GTM and Chief of Staff to CMO | Amata App, Paris *Apr 2026 – Present*

- Built "Ad Genius", an in-house competitive intelligence tool that collects the ads of competing dating brands from the Meta and Tiktok ad libraries into one dashboard, cutting ad research time from 3 days to 1 day (67% reduction).
- Led weekly ad performance reviews with the CMO and automated the delivery of data-backed creative ideas, reducing ad production time by 40%, from 5 to 3 days, and helping the team nearly 2X weekly ad output.
- Produced AI-generated marketing creatives, including image posters and short-form video ads, using Claude, ChatGPT, Higgsfield and ElevenLabs; also built an AI UGC workflow, and analysed user interviews to sharpen brand positioning.

Territory Sales Manager | VerSe Innovation (Google and Microsoft-backed unicorn), Bangalore *Mar 2024 – Aug 2024*

- Managed a portfolio of 40+ advertising clients, owning campaign timelines, deliverables and reporting between headquarters and regional teams.
- Ran competitive benchmarking and media performance tracking on client campaigns, delivering a 30% increase in digital engagement over 5 months.

Media Manager and Strategic Partnerships, EMEA | The CEO Magazine, Bangalore *Feb 2022 – Oct 2023*

- Sold and managed media partnerships across EMEA, generating \$540K in revenue as the youngest manager in the company's history.
- Coordinated global events, press presentations and client activations for 50+ international accounts, preparing event toolkits, guest lists and post-event reports.
- Worked with agencies including Publicis Groupe, Ogilvy India and Edelman on media campaigns, and produced yearly marketing calendars, 360° campaign materials and strategy presentations for management and regional teams.

ENTREPRENEURIAL, EVENTS AND MARKETING VENTURES

Event Coordinator and Community manager | Paris Erasmus Life (Freelance), Paris *Aug 2025 – Present*

- Coordinated and executed large-scale student events, including France's biggest student pool party with 2,000+ guests, handling logistics, guest lists, event toolkits and post-event reporting.
- Manage the student WhatsApp communities (5000+ people) day to day: moderate the groups, keep conversation active
- Developed a social media content strategy that helped grow the brand's account from 13K to 23K followers and generated 2M+ organic profile visits through consistent content and brand storytelling.

Founder and Operations Lead | Parties of Paris, Paris *Nov 2024 – Present*

- Founded and organised parties and social events in Paris, building a community of 1,000+ members and handling venues, partners, promotion and on-the-night operations.
- Grew the community's organic social media reach to 400,000+ accounts per month through consistent event promotion and content.

Founder | Fabea, Tirupati *May 2020 – Dec 2020*

- Co-founded a technology startup at age 20 and worked directly with the co-founders on investor outreach, partnership development and market positioning from scratch.
- Conducted user research, designed product prototypes in Figma and built the pitch deck and go-to-market materials used in fundraising conversations with early-stage investors.

EDUCATION

MSc in Strategy and Digital Transformation | IÉSEG School of Management, Paris, France *Sep 2024 – Oct 2026*

Key Courses: Marketing Strategy, Brand Communication, Digital Marketing, Consulting, Project Management, Public Relations

Bachelor of Technology in Civil Engineering | Sree Vidyanikethan Engineering College, India *Jun 2017 – Jul 2021*

Key Courses: Business Communication, Data Analysis, Engineering Economics, Operations Management

SKILLS

Languages:	English (Fluent), French (Intermediate, A2), Hindi (Advanced), Telugu (Native)
Software:	PowerPoint, Excel, Zapier, Buffer, Hootsuite, Notion, Power BI, Google Workspace, Higgsfield, ElevenLabs, Canva, Figma, Vibe coding, Capcut
Core:	Competitive Intelligence, Digital Marketing, Go-to-Market (GTM) Strategy, Copywriting, UI/UX, AI-Content Production, Marketing Automation, Performance Reporting, 360° Campaign Rollout, Event Coordination, Community management