



# SHEFALI SHARMA

BRAND PORTFOLIO

2026 COPYRIGHT





# SHEFALI SHARMA

Brand & Marketing Strategist

## OBJECTIVE

With over 15 years of experience in both B2B and B2C environments, scaling brands by effectively positioning them with targeted content, enhancing brand awareness, and implementing strategic campaign planning to achieve market leadership.



# EXPERTISE

## MARKETING

Over 15 years of experience in mastering the consumer mindset within both B2C and B2B sectors.

## STRATEGIC MANAGEMENT

Built and executed strategic marketing campaigns and branding work for leading Fortune 500 companies.

## DISRUPTIVE INNOVATION

Thought Leader in developing Creative Intelligence within organizations to develop innovation and impact.

**01** Protégé Advising

**02** SAP

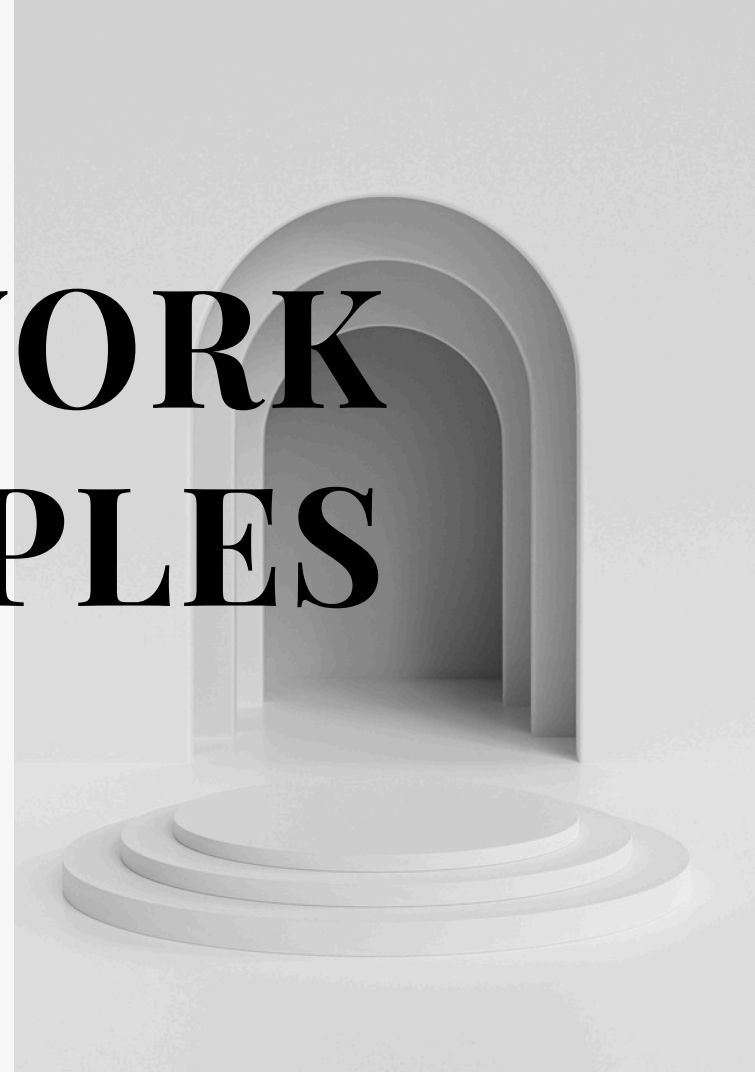
**03** Laser Remedy

**04** Habituelle

**05** GovAI



# WORK SAMPLES

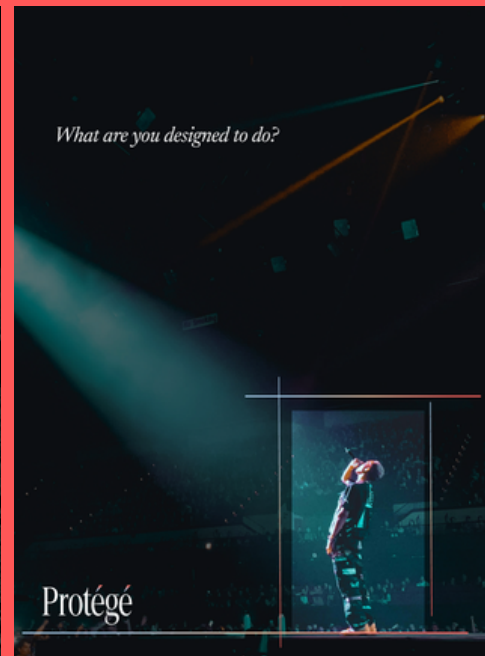
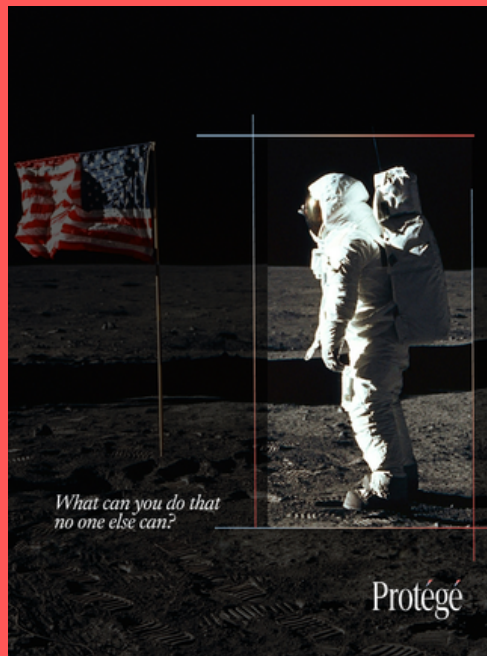




# PROTÉGÉ WORK

Protégé Advising is a brand strategy company for people and businesses. Services include workshops, advising, and strategic engagements. The following assets are marketing materials used in social media and sales collaterals.





# DIGITAL AD

This “Discover what only you can do” campaign was designed to launch Protégé Advising company. These assets were used on social platforms such as LinkedIn as a carousel digital asset. For more examples click [here](#).





*What sets you apart?*

Protégé

*What are you designed to do?*

Protégé





*What can you do that  
no one else can?*

Protégé

Discover  
what only  
*you* can do.

*Don't be the better choice, be the **only** choice.*<sup>TM</sup>

Protégé

Protégé

POSITIONING CELEBRITY BEAUTY

## The Brands that dominate don't compete, They Own.

How the sharpest celebrity founders in beauty each found one thing to own. An inherent part of who they are that became their competitive advantage, setting them apart in a sea of sameness and turning their distinctiveness into millions, sometimes... billions.

Swipe to see how.

01 / RHODE

Owned Niche

Rhode  
Hailey Bieber

### The Clean Girl

Her clean girl aesthetic, minimalist style, dewy skin, became the brand's philosophy, shaping its visuals and ingredients.

\$1 Billion

Acquisition by e.l.f. Cosmetics

02 / RARE BEAUTY

Owned Niche

Rare Beauty

Selena Gomez

### Empathy First

Accessible packaging rooted in her own lupus journey, and pledges \$100M over 10 years to mental health services.

\$2.7 Billion

valuation in 2025

04 / HAUS LABS

Owned Niche

Haus Labs

Lady Gaga

### Wearable Artistry

Her disruptive, boundary-pushing fashion channels into Haus Labs' innovation: next-gen artistry formulated with clean ingredients.

\$75+ Million

in annual revenue

03 / FENTY

Fenty  
Rihanna

### Radical Shade Inclusion

Her rebellious attitude directly shaped her beauty brand, which broke every industry rule by launching with 40+ shades from day one.

\$1.4 Billion

In Annual Revenue

Most brands are trying to own multiple things. You only need to own **one**.

If you're a founder, business, or individual looking for clarity on your positioning and distinct value, book a free consultation with Protégé and discover what only you can do.

Protégé

VISIT FOR MORE:

[www.protegeadvising.com](http://www.protegeadvising.com)

# THOUGHT LEADERSHIP

Protégé Advising creates thought leadership content to market its brand positioning services by using market trends and pop-star beauty brands to show how the same commodity can be positioned in distinct ways. The content is part of the "Discover What Only You Can Do" campaign.



## Three ways to work with *Protégé.*

Every service is fully customizable. Book a free consultation to discuss your goals and formulate an offering that fits you and your organization.

### ACADEMY

#### Workshops

*For Organizations' People — Uncover Distinct Value & Drive Performance.*

Workshops that help organizations develop talent and emerging leaders to uncover their distinct value in an AI-driven world, align it with the roles, functions, and career paths where they perform best — driving performance, retention, and impact.

[LEARN MORE](#)

### ADVISORY

#### 1:1 Advisory

*For Individuals & Solopreneurs — Position Your Distinct Value.*

A guided process that helps individuals, founders, students, and future thought leaders uncover what they are authentically designed to do, define their competitive advantage in a technology-driven world, and clarify their distinct value — aligning it with market needs to create influence and demand.

[LEARN MORE](#)

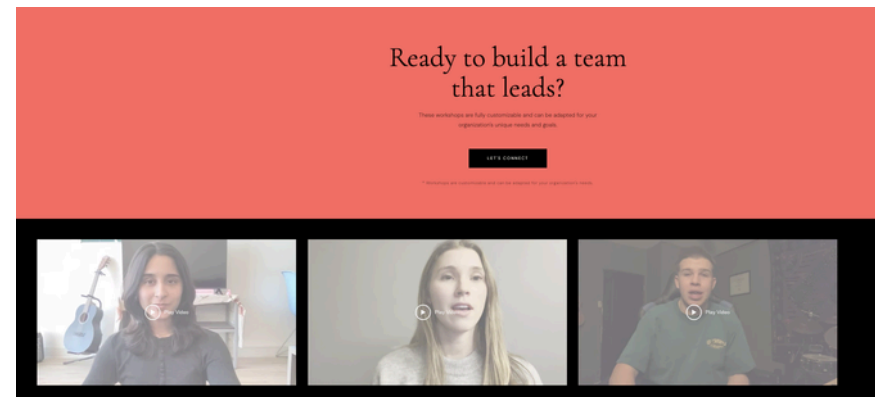
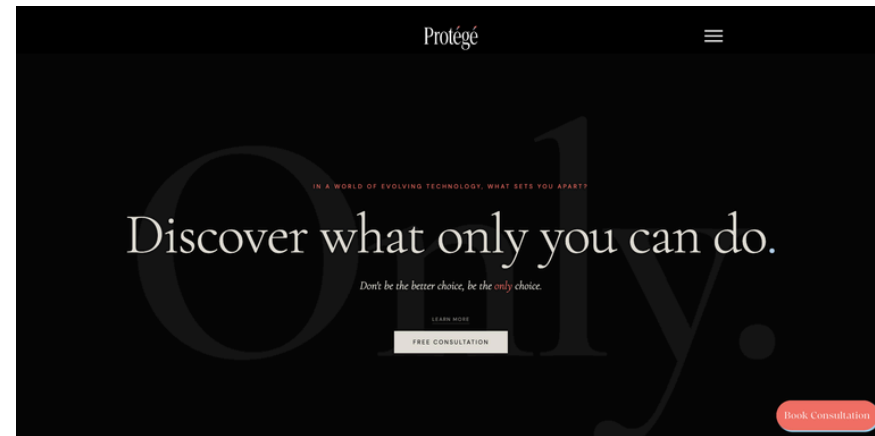
### LABS

#### Strategic Engagements

*For Businesses — Be a Market Leader.*

We work with businesses to identify underutilized strengths, elevate market presence, and uncover untapped opportunities — clarifying their distinct value and aligning it with the competitive advantage only they can own.

[LEARN MORE](#)



# WEBSITE

The Protégé Advising website features design and content centered around three primary services and key target audiences. The site is rich in content, structured for easy reading, and effectively communicates essential information. See full website [here](#).



# Protégé

Helping organizations and their people identify what they do better than anyone else, and build market value around it.  
So they don't just compete — they lead.

## SERVICE OFFERINGS:

For Teams & Organizations

### Protégé Academy

*Define Value & Impact.*  
Workshops that help organizations develop next-gen talent and emerging leaders to uncover their distinct value in an AI-driven world, align it with the roles, functions, and career paths where they perform best — driving performance, retention, and impact.

→ [Explore our workshops](#)

For Individuals

### Protégé Advisory

*Position Your Distinct Value.*  
Guided 1:1 advisory for professionals and founders ready to define their competitive advantage in a technology-driven world — clarifying your distinct value, aligning it with market needs, and positioning you to create influence and demand.

→ [Explore our 1:1 Advisory](#)

For Businesses

### Protégé Labs

*Be a Market Leader.*  
We work with businesses to diagnose where to elevate market presence and uncover untapped demand. We clarify your market position, align strategy with execution, and build sustainable long-term advantage.

→ [Explore our Project Engagements](#)

**\$9.6T**

Lost globally every year in productivity to disengaged employees.  
*Gallup, 2025*

**92M**

Jobs projected to be displaced with AI by 2030.  
*World Economic Forum, 2025*

**3X**

Faster growth for businesses that define and position what only they can do best.  
*McKinsey/Bain, 2022*

## CLIENT EXPERIENCE:

**87%**

Participants identify their distinct value and see measurable performance impact after just one Academy workshop.

**3X**

Increase in partnerships and professional opportunities within 12 months through Advisory services.

**33%**

Average increase in brand value within 6 months across Protégé Labs engagements.

*Don't be the better choice — be the **only** choice.*

For More Information:  
[www.protegeadvising.com](http://www.protegeadvising.com)  
email: [shefali@protegeadvising.com](mailto:shefali@protegeadvising.com)

*Protégé Advising, LLC*

# SALES ASSET

The Protégé Advising creates essential sales assets tailored for the customer journey. This includes a digital one-pager, which is shared at the initial point of inquiry, followed by a detailed pitch deck and additional information.





# SAP WORK

## BRAND CAMPAIGNS

Leading Brand Awareness & Marketing Campaigns.

## THOUGHT LEADERSHIP

Positioning SAP as Market Leader in Retail Innovation.

## DIGITAL CONTENT

Designing Content for the CX Portfolio .



## Mercedes-AMG PETRONAS Formula One Team: Accelerating Tomorrow

Watch the video

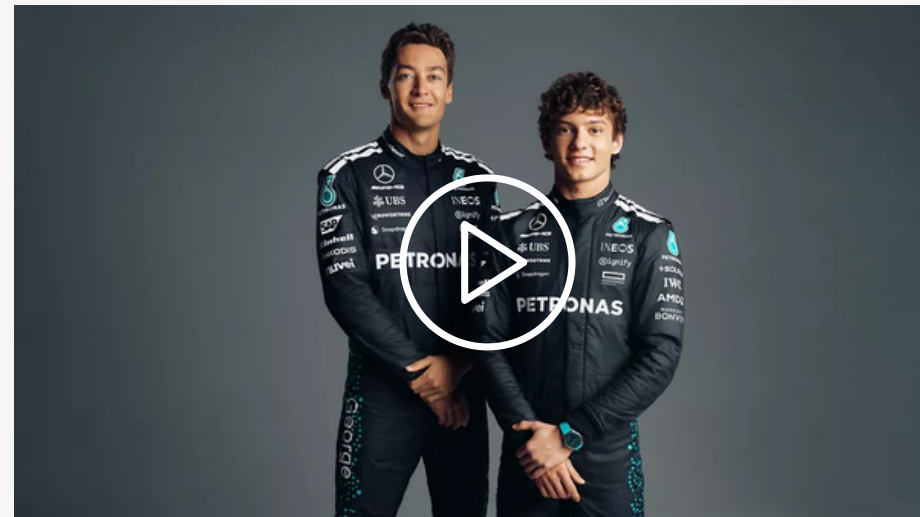


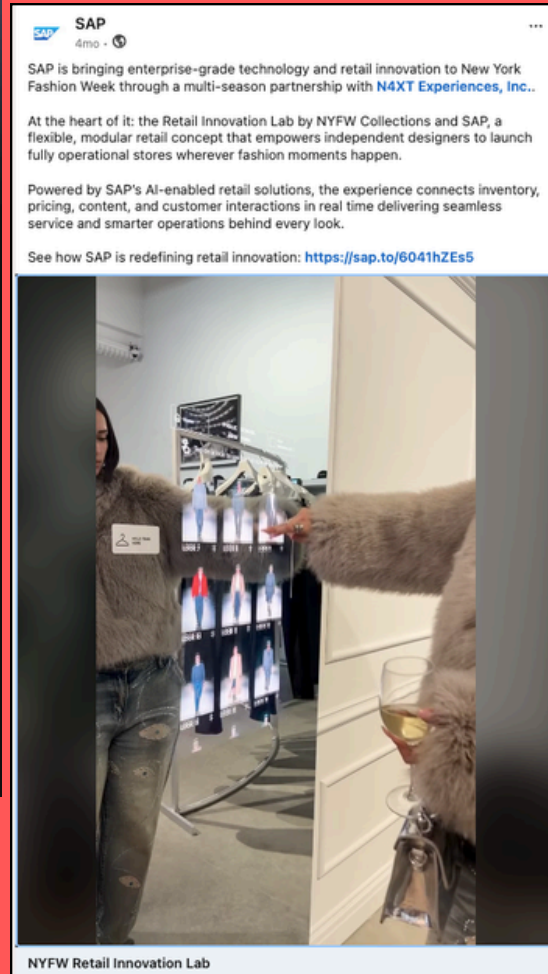
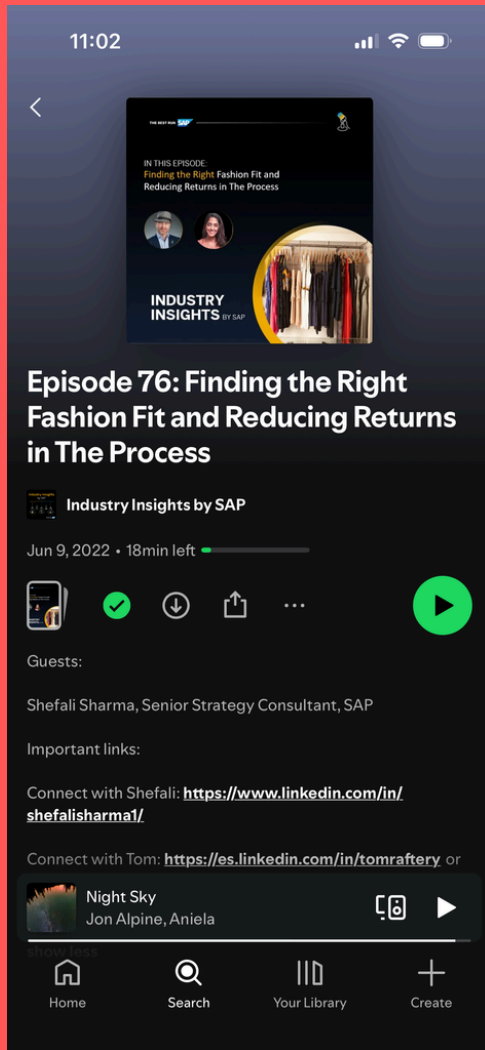
# CAMPAIGNS

Lead in developing the strategy for SAP's transition from Formula E to Formula 1 sponsorship with Mercedes to increase brand awareness. Collaborated with agencies to create engaging digital content, including video productions and banner advertisements for our website and digital campaigns. [Click for more content.](#)

[San Jose Sharks](#)

[San Francisco 49ers](#)





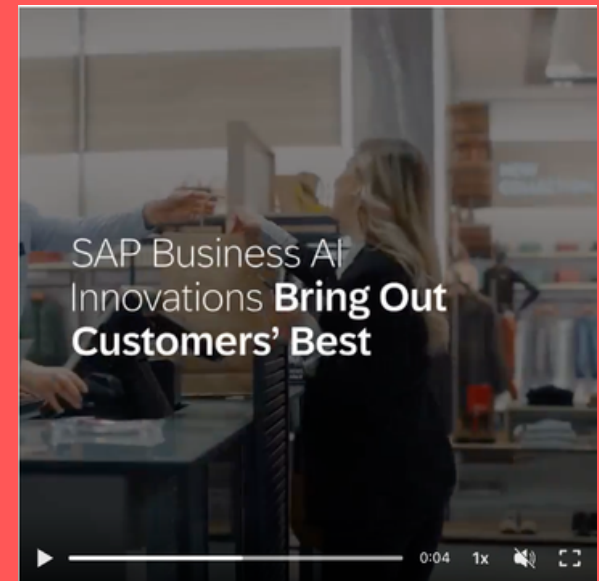
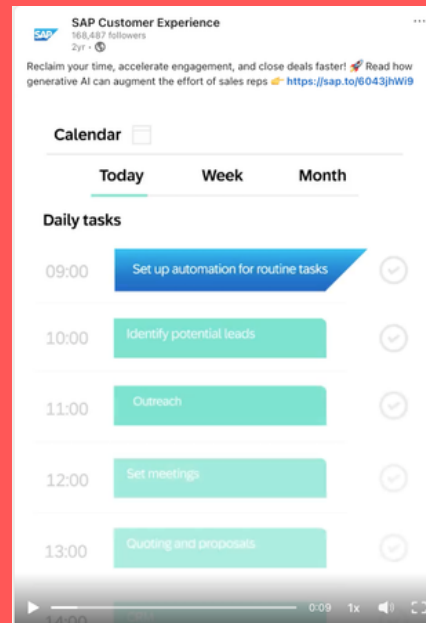
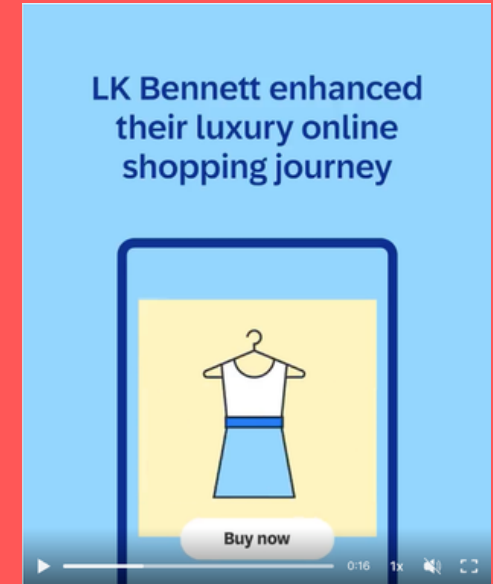
# THOUGHT LEADERSHIP

Established SAP as the leading customer experience solution for the retail sector by identifying an industry-wide issue and addressing it through the SAP portfolio and AI. This positioned SAP as a premier choice for innovation in retail. We showcased this at NRF, creating a comprehensive experience that generated social and digital content in the months that followed. [More here.](#)



# DIGITAL ADS

These are brief digital videos for which I developed a content strategy, specifically tailored for SAP's LinkedIn page and paid advertisements. They were showcased on the SAP CX Experience page on LinkedIn and were incorporated into multiple paid media campaigns.

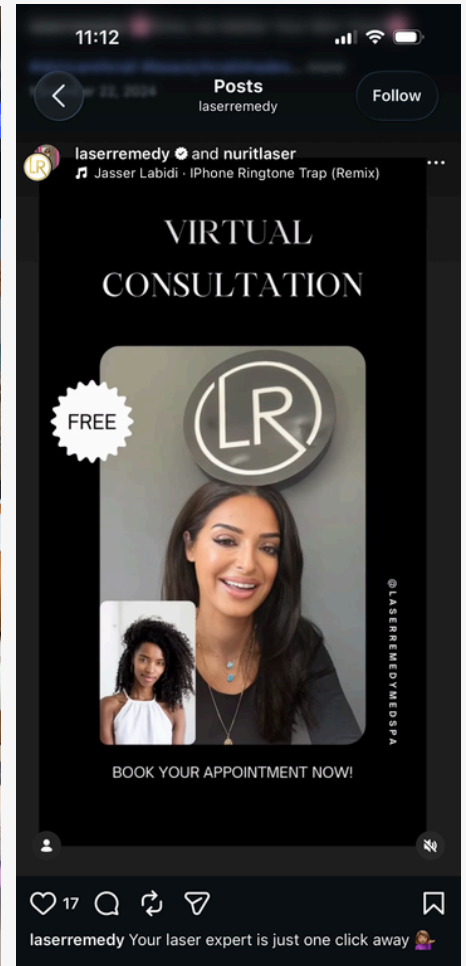
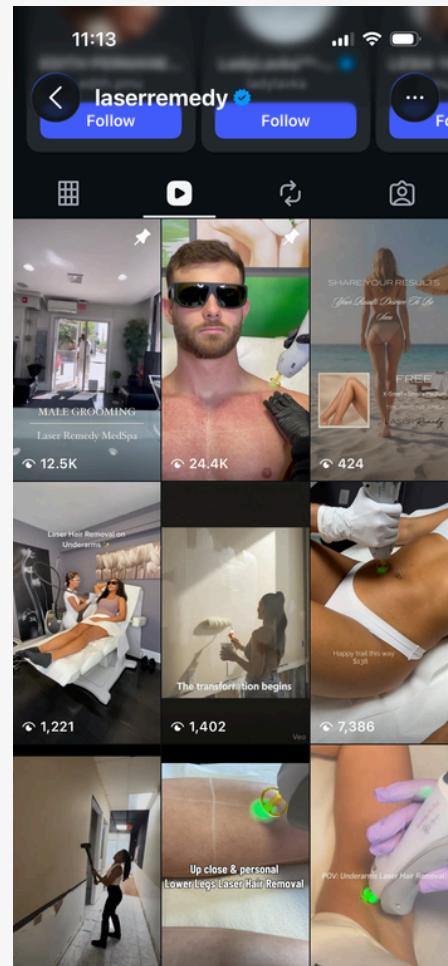
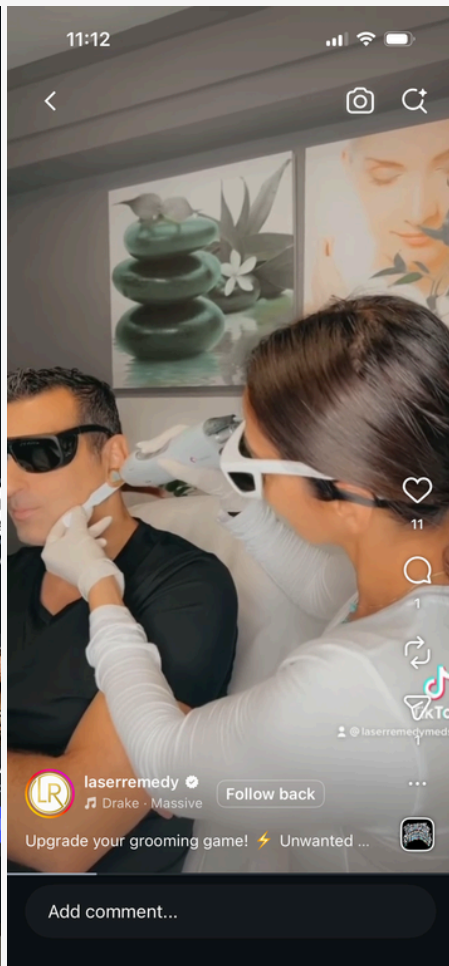
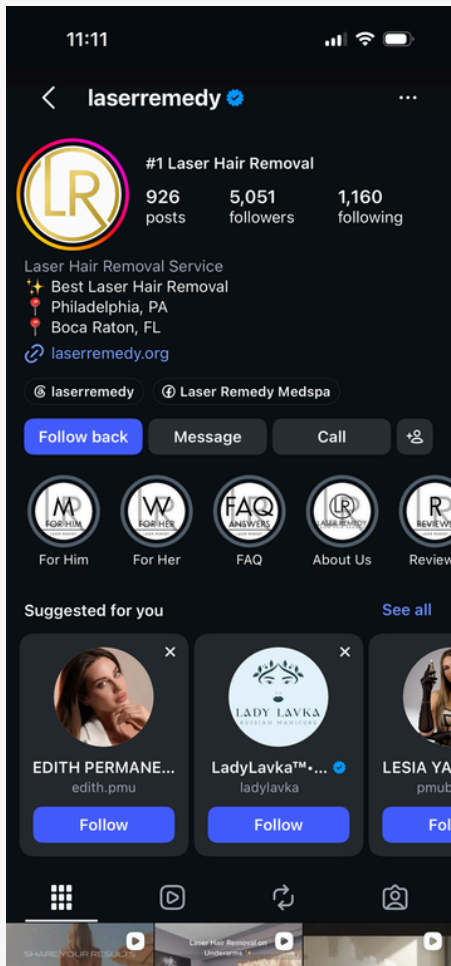




# LASER REMEDY WORK

A small laser studio in Philadelphia sought to distinguish itself from competitors while expanding into Boca. By focusing on services specifically designed for men, the studio not only doubled its investment but also positioned the owner as an expert in laser hair removal for all skin types. The following assets highlight the strategy showcased in its Instagram content.



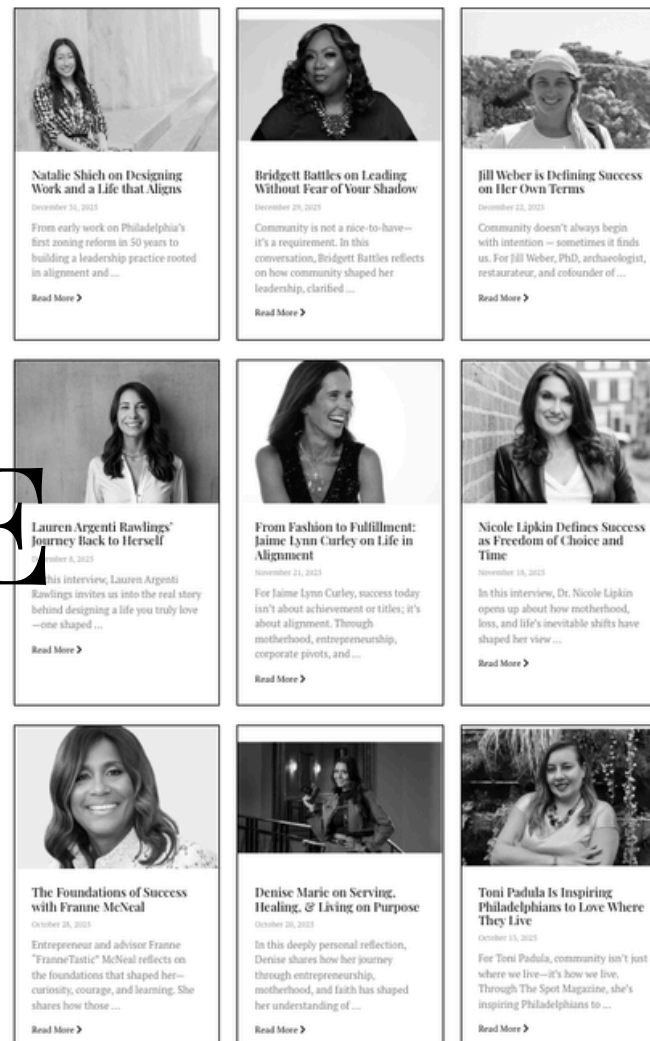


# SOCIAL STRATEGY



# HABITUELLE WORK

Habituelle is an organization led by Jessi Sheridan, an executive coach, focused on developing programs for women in the Philadelphia area. The aim is to support female founders as they launch their businesses, establish a solid foundation, and foster a community of women who can assist one another through a membership network.





# POSITIONING



In the Philadelphia region, numerous accelerator programs, cohorts, and paid membership initiatives exist. To help Habituelle distinguish itself, we focused on creating a social platform where women could share their business stories and connect with one another. This significant PR strategy earned her the title of Best Small Business Woman Owner in Philadelphia and enhanced brand value by highlighting her community online as a feature, ultimately boosting her brand's reputation.





# GOVAI WORK

A judicial system aiming to rebrand with a new logo and identity, while incorporating modern technological solutions to scale nationwide, required an update in branding and a positioning strategy to effectively capture the market.





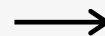
OLD.

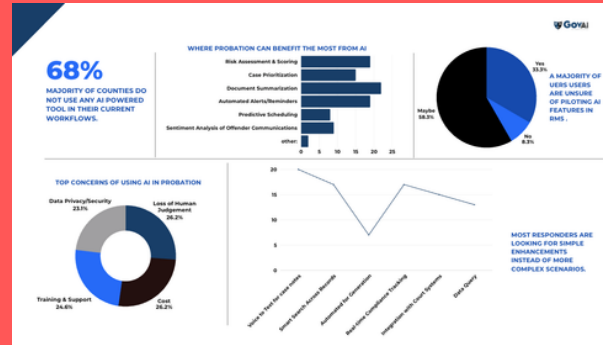


NEW.

# REBRAND

CDI BTM, a government software company, sought to rebrand itself to incorporate a new AI feature while maintaining alignment with its original brand colors. The logo would be used for their future website and various collateral materials. I developed a comprehensive brand guideline and designed a new logo featuring the updated name, GovAI.





## POSITIONING WHERE IS THE OPPORTUNITY

- Addressing a Knowledge Gap in Modernization**  
Most probation agencies are still on legacy systems and don't fully understand the potential of AI. GovAI can educate and guide agencies through modernization, showing practical, low-risk ways to improve decision-making, efficiency, and accuracy without threatening human judgment.
- Reclaiming the Trusted Authority in Probation AI Tools**  
There's a lack of credible, expert-led voices in the market. By leveraging the team's expertise, we can start building structured resources (training repositories, webinars, certification programs). GovAI can become the go-to source for probation officers seeking guidance on AI adoption, security, and operational improvement.
- Capturing Market Leadership Through Niche Specialization**  
By focusing on probation tools and operational modernization, GovAI can dominate a clearly defined niche. This allows the company to demonstrate measurable impact, generate strong case studies, and scale credibility, while competitors remain scattered across broader, less-focused AI offerings.

**Modern Government. Powered by Responsible AI.**



## KEY CAPABILITIES WHERE WE DIFFERENTIATE

- Expert-Led Innovation**  
GovAI combines deep subject matter expertise with AI capabilities, ensuring that every solution is informed by real-world knowledge. Expert thought leadership and hands-on experience anchor the company as a credible authority.
- Operational Accuracy & Efficiency**  
GovAI empowers users with AI-driven tools that improve task efficiency, enhance accuracy, and provide a 360-degree view of decisions. This ensures more informed, confident, and actionable outcomes.
- Trusted, White-Glove Service**  
Beyond technology, GovAI offers a highly personalized, hands-on approach. Clients receive comprehensive support, training, and resources making adoption seamless and maximizing the impact of AI solutions.

**Smarter systems.  
Human-centered decisions.  
Responsible modernization.**

CDI BTM, now GovAI, a government software firm, aimed to rebrand itself by integrating a new AI feature while maintaining its core strengths and the essence of a small business as it expands. Their goal was to reposition the brand and extend its reach not only throughout Pennsylvania but also nationwide. With an effective strategy and fresh branding, they successfully entered ten new cities across the country within just three months.

# STRATEGY



**01** Brand Positioning & Planning

**02** Content Strategy

**03** Campaign Planning

# SKILLS AND ABILITIES





# GET IN TOUCH WITH ME

## EMAIL

[shefali@alumni.harvard.edu](mailto:shefali@alumni.harvard.edu)

## MOBILE

717-448-8393





# WORK THAT MOVES BRANDS FORWARD.

Content distribution is limited, as certain information is confidential and reserved for the companies involved.

