

APART

Stand APART.

Do not *just* be seen.

www.apartagency.co



APART is a modern growth studio for brands that refuse to look, sound, or scale like everyone else.



WHO WE ARE

APART is a modern growth studio for brands that refuse to look, sound, or scale like everyone else.

We bring clarity and purpose to every project, ensuring our approach is customized according to the type of business and its growth stage. For leadership teams that want fewer vendors and greater momentum, we make it all easy, whether you are starting from scratch, want to achieve specific objectives, or seeking sustained growth marketing support.

Our founding team comprises professionals with diverse skillsets and experiences from across creative and marketing agencies, D2C brand marketing, music, and publishing.

OUR MISSION

To create disruptive, premium marketing systems that feel intentional, calm, and built for scale.



HOW WE WORK

With us, you get a team that plans the big picture with you and takes care of the minute details for you.

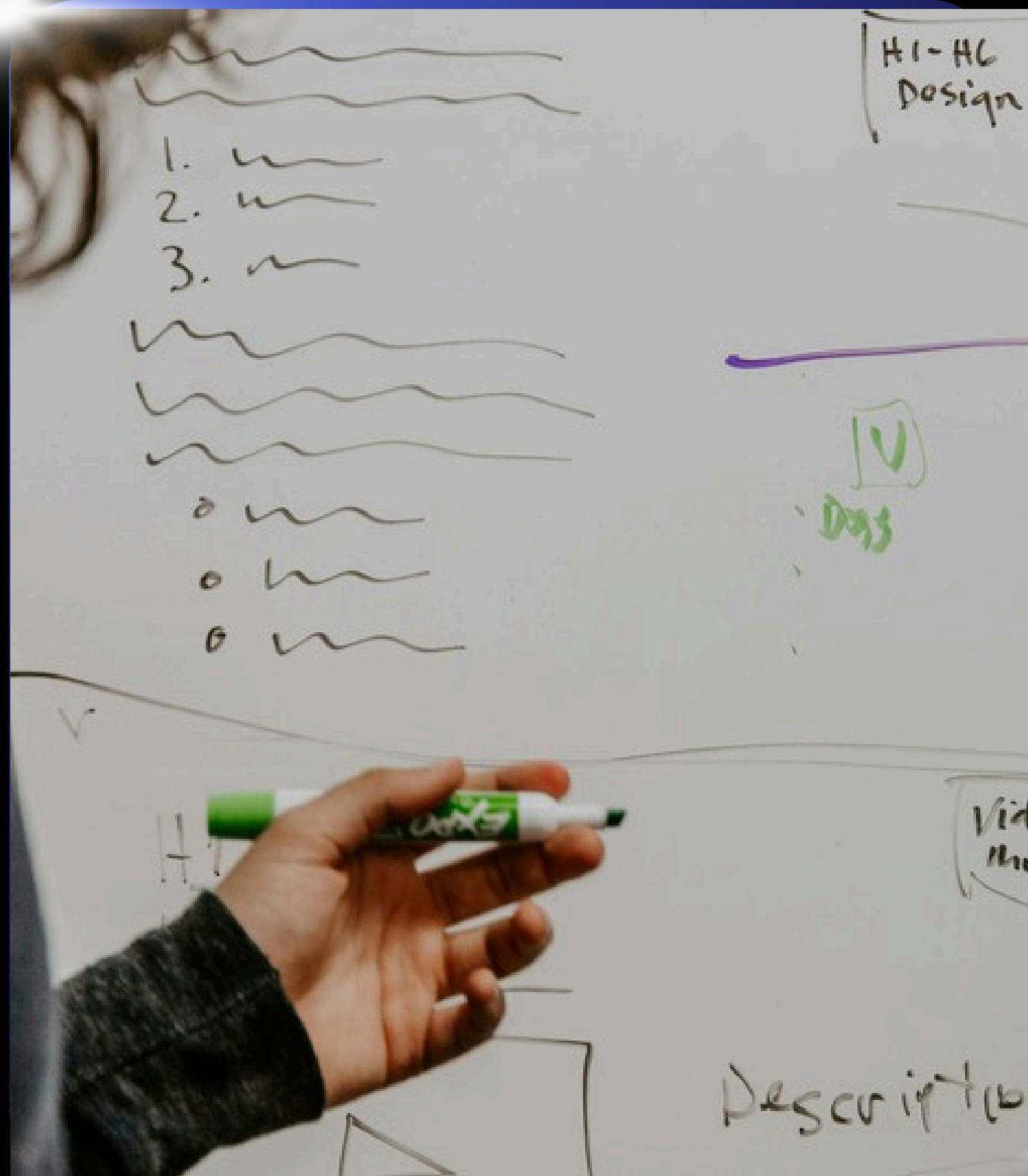
Discover: Understand your business, audience, competition, and constraints

Design: Build messaging, content systems, channel plans, and creative direction

Execute: Produce, publish, distribute, and iterate

Optimize: Measure what matters and improve what moves the needle

Our Services



CONTENT MARKETING

We create high-quality content that sounds like you and attracts the right audience, be it for website pages, blogs, lead magnets, or campaigns.

What We Do

- Content strategy and topic architecture (pillar plus clusters)
- Website copy and landing pages
- Blog and knowledge hub content
- Case studies, founder/SME POV content, and product narratives
- Lead magnets like toolkits, playbooks, and guides

How It Works

Voice and POV → Content architecture → Briefs and drafts → Polish and publish → Refresh and expand

WHAT YOU GET

Clearer messaging across all touchpoints

Stronger trust and authority in your category

Content that feeds SEO, social, and sales

SOCIAL MEDIA MANAGEMENT

A social presence that feels like a brand — not a posting schedule.

What We Do

- Social strategy and content pillars
- Post creation with copy and design direction
- Reels and script support where relevant
- Community engagement and brand responses
- Monthly campaign themes around offers, launches, events, etc.

How It Works

Pillars → Calendar → Creation → Publish → Engage → Review

WHAT YOU GET

Stronger brand recall and consistency

More qualified inquiries, not just likes

A library of reusable brand content



SEO & SEM

Visibility where intent is highest — Search.

What We Do (SEO)

- Technical and on-page SEO hygiene
- Local SEO for Google Business Profile, city and service pages, and higher review velocity
- GEO- and AEO-ready content that is structured, answerable, and discoverable
- Programmatic SEO page systems where they make sense
- Content refresh and consolidation to fix what you already have

What We Do (SEM)

- Align search campaign structure and landing pages
- Copy and creative direction for conversion
- Budget pacing and reporting support



WHAT YOU GET

More qualified traffic

Better conversion from existing traffic

A search presence that compounds over time

DESIGN



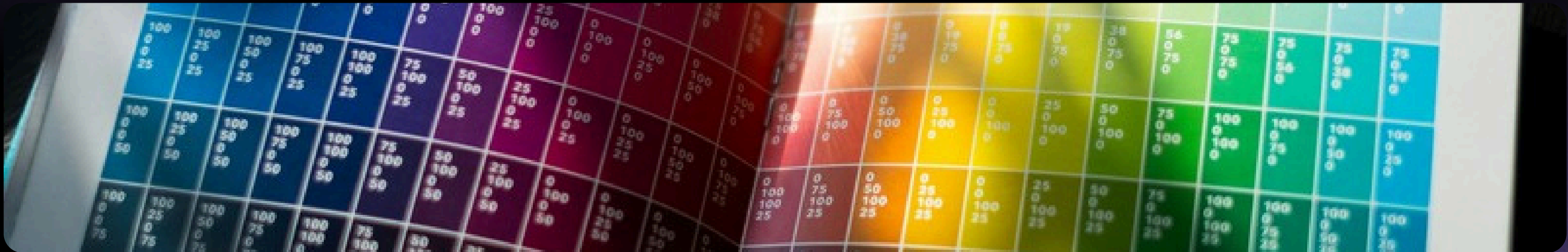
Design that feels premium and intentional, across the brand, web, and campaigns.

What We Do

- Create brand identity systems with visual direction and templates
- Design campaign creatives for ads, social, and launch kits
- Develop marketing collateral like brochures, one-pagers, and decks
- Recommend website UI direction with conversion-oriented layout thinking

How It Works

Creative direction → Concepts → Design system → Production → Customize for channels



WHAT YOU GET

A consistent visual language | Faster content production with reusable templates | Better perception, trust, and recall



ABM & EMAIL MARKETING

Outbound and lifecycle messaging that sounds human — and performs.

What We Do

- ICP definition and messaging maps
- Cold email sequences
- Founder-led outbound kits
- Email newsletters and nurture flows
- Landing page and lead magnet alignment

How It Works

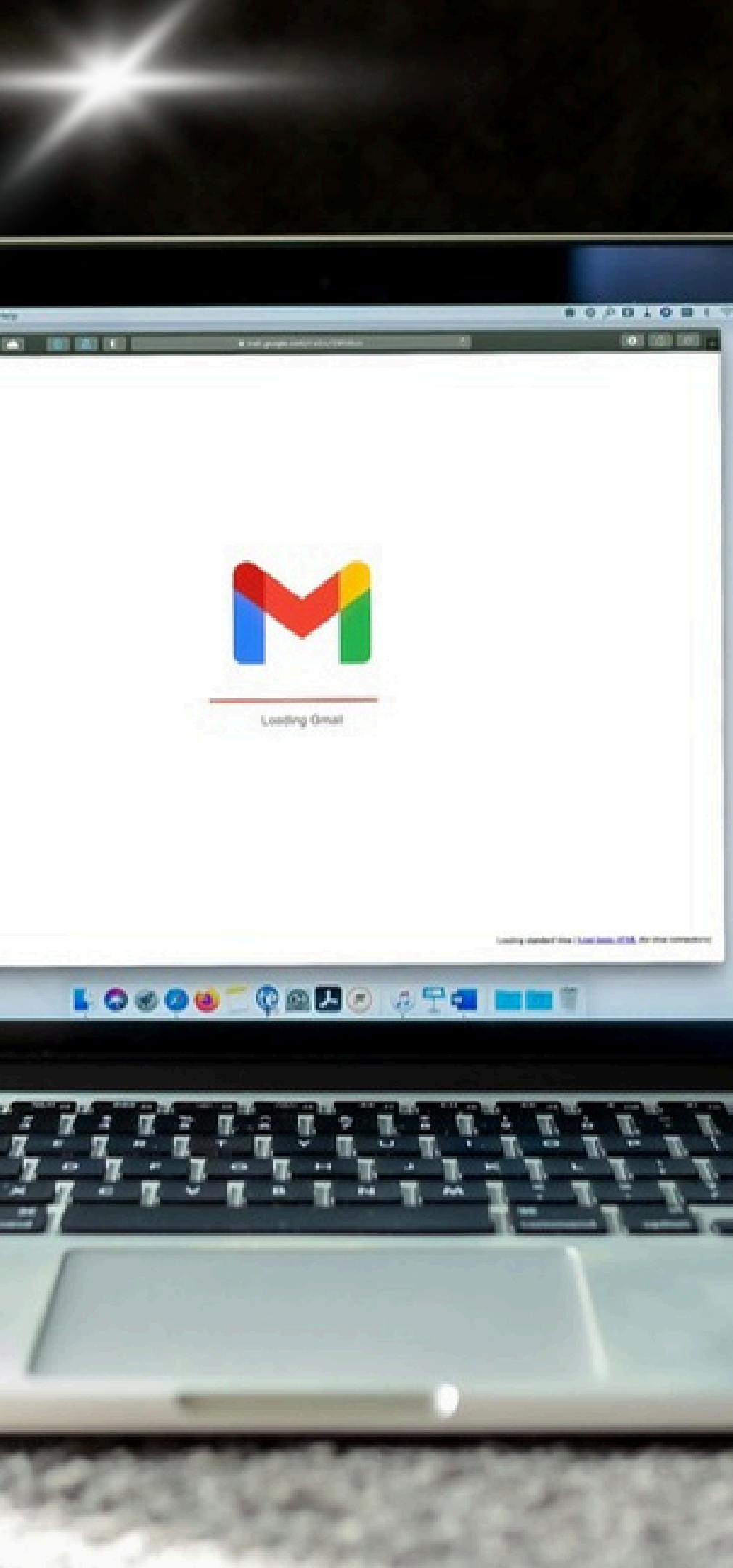
Create ICPs → Develop messaging → Build sequences → Launch → Analyze and iterate

WHAT YOU GET

Higher-quality conversations

Better pipeline movement

A repeatable outbound system you own



VOICEOVER & MUSIC

Sound is the fastest way to signal distinction. Most brands ignore it. We don't. From the voice that introduces your product to the music that makes your story compelling, we help your brand win the three-second attention war.

What We Do

- Brand voiceovers for ads, explainers, IVR, and reels
- Script polishing for audio
- Jingles and digital audio ads
- Background scores and sound beds

How It Works

Creative brief → Script → Production → Final cut

WHAT YOU GET

Higher perceived quality

Stronger brand recall

Well-produced content





PUBLISHING CONSULTING

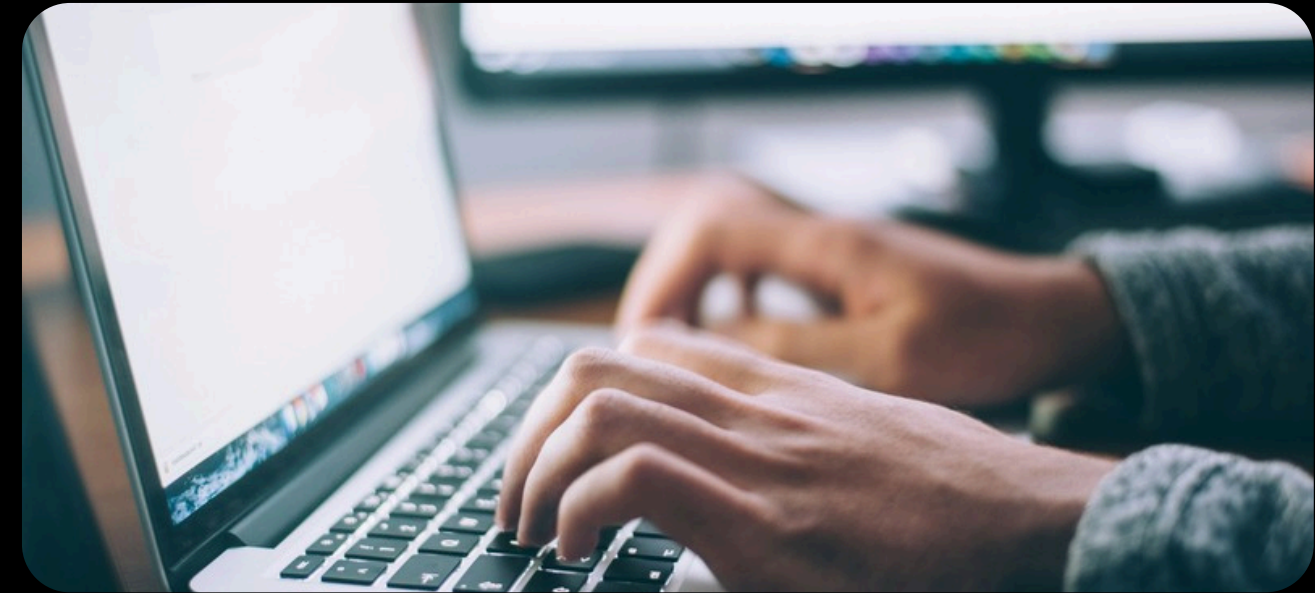
We offer editorial precision and publishing support for authors, founders building authority through thought leadership, and brands looking to turn expertise into published assets. We help bring professional polish to projects and facilitate publishing in adherence to the requirements of the relevant channel.

What We Do

- Manuscript evaluation for fiction and non-fiction
- Copyediting, line editing, and proofreading
- Book positioning with blurbs and back cover copy
- Self-publishing support including formatting and launch guidance
- Thought leadership assets repurposed from books

How It Works

Manuscript assessment → Editing plan → Editing rounds → Polishing and proofreading → Publishing support



WHAT YOU GET

Cleaner, sharper writing

A stronger narrative and authority

A publishing-ready manuscript or book asset

CASE STUDY #1

VBeyond Corporation / www.vbeyond.com ***Building a Scalable Content Engine from Zero***

- VBeyond Corporation is a global talent solutions company operating in a highly competitive recruitment market where trust, employer brand, and credibility directly impact growth.
- When we took ownership of content and social:
- Messaging was inconsistent
- Content lacked a clear system
- Employer branding and leadership visibility were under-leveraged
- The real challenge wasn't output; it was building a scalable, structured content engine that could grow with the business.



VBeyond needed to:

- Speak to recruiters, job seekers, and internal teams simultaneously
- Balance credibility with warmth
- Scale content output without diluting brand voice
- Support employer branding, leadership visibility, CSR, and trust-building (all at once)

Our Approach (Strategy & Execution)

We built content as a business system, not a posting exercise.

- Designed a clear content architecture across employer branding, leadership, CSR, recruitment insights, and culture & people stories
- Introduced monthly content themes and structured buckets
- Each piece of content had:
 - A defined audience
 - A clear intent
 - A measurable outcome
- Established a 30+ post monthly pipeline with a 7–9 day turnaround
- Led copy and creative direction across formats (static, carousel, infographic, video)
- Owned long-form content: podcasts, newsletters, whitepapers, case studies, and blogs

The process included:

- Theme ideation
- Content mapping to buckets
- Clear creative & design direction
- First-copy drafts and narrative framing (handled by me in most cases)
- Tight feedback loops with leadership

This ensured speed without compromising quality



Outcome & Why it Worked

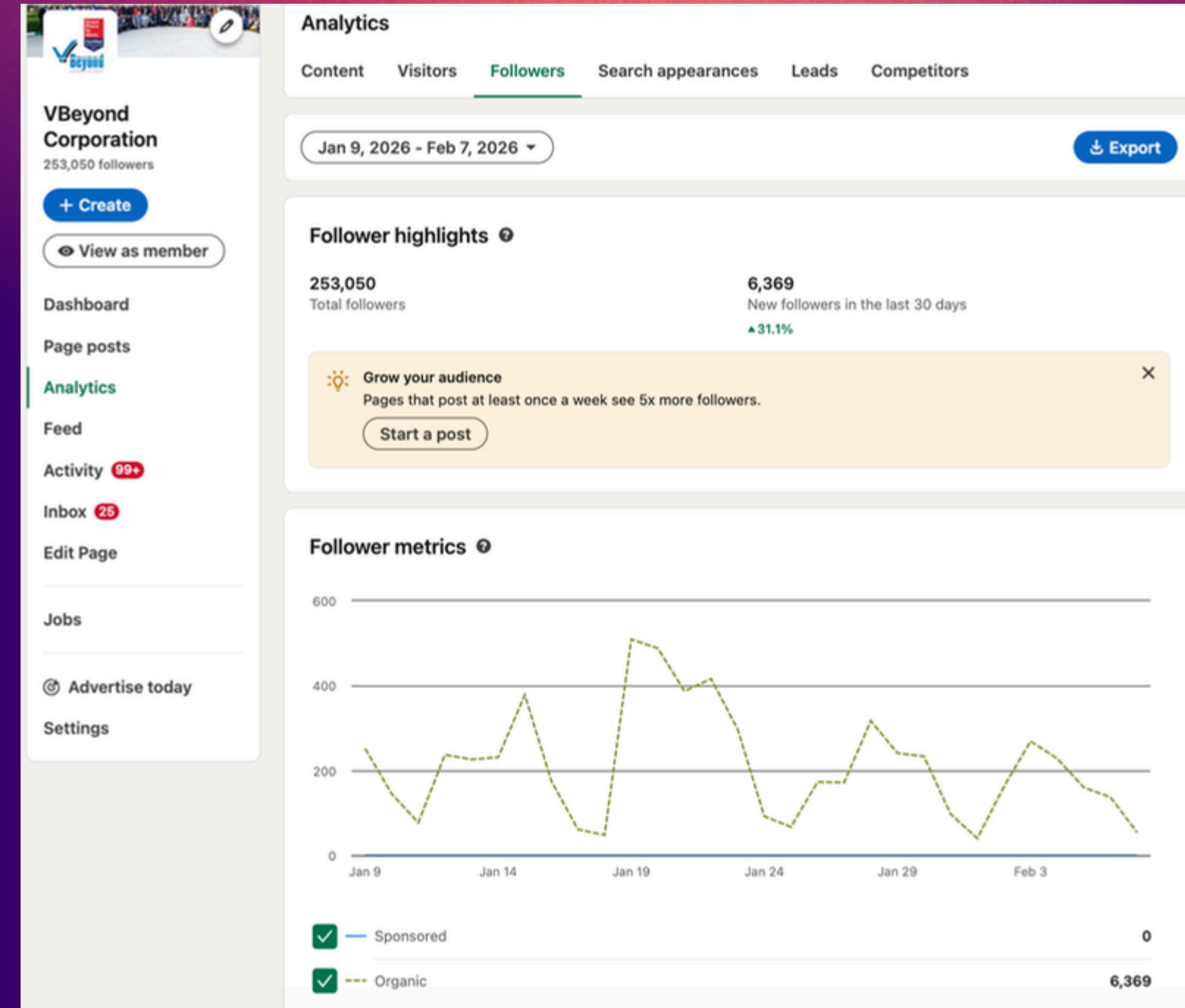
Outcome

- Scaled LinkedIn presence from 50K → 250K+
- Built strong engagement across recruiters, job seekers, and employees
- Strengthened employer brand and leadership visibility
- Created a content system that could scale without micromanaging execution

The brand moved from posting content to owning a narrative.

Why it worked

- Content had intent, structure, and ownership
- Systems enabled scale without quality loss
- Storytelling was aligned to real business goals
- Content was treated as a leadership tool, not just a marketing channel



Work Snapshot & Links

Blog Links:

- **VBeyond Corporation:** <https://www.vbeyond.com/blogs/>
- **Vantedge Search:**
<https://www.vantedgesearch.com/resources/blogs-articles>
- **Vantedge Search (Newsletter):**
<https://www.vantedgesearch.com/newsletters/>
- **VBeyond Digital (Blogs):** <https://www.vbeyonddigital.com/blogs/>

Team VBeyond spent this Diwali with the children of Sarthak Foundation, celebrating laughter and simple joy. It was a day of real connection, where the sparkle in their eyes outshone every decoration in the room.

Moments like these remind us why kindness and empathy are at the heart of our culture.

We left with full hearts and a renewed belief that every small act of care can light up lives in extraordinary ways.

[#VBeyondCares](#) [#CSRWithPurpose](#) [#LightingHearts](#) [#TogetherWeShine](#)

**Work in 2025:
People, AI & Progress**

Learning, trust, and speed are shaping the new talent landscape.

- Employees want future-proof skills
- AI boosts fairness, but trust is fragile
- Productivity gains from AI remain elusive
- Faster hiring is now a competitive edge
- Training gaps risk slowing progress

@f % in | www.vbeyond.com

Tenured employees

NOVEMBER 2025

Alok Mishra

15 years

We celebrate your inspiring journey and thank you for your invaluable contribution.

@f % in | www.vbeyond.com

Scaling hiring without losing quality

@f % in | www.vbeyond.com

Swipe ➔

**How Hiring Will Look in 2030
(If Done Right)**

A more efficient, transparent, and equitable talent process.

- Intelligent sourcing across global talent pools
- Screening aligned to job-specific, auditable criteria
- Interview scheduling and coordination automated
- Consistent candidate communication and status updates
- Structured interview summaries for clearer decisions
- Recruiters dedicated to advisory and candidate engagement

@f % in | www.vbeyond.com

CASE STUDY #2

Canadian Limos Inc. | www.canadianlimos.com ***0 to 1 Brand, GTM & Revenue Engine***

Canadian Limos Inc., a premium ground transportation brand under ANOC Group, entered a high-trust, high-competition market with no existing brand, pipeline, or systems.

The challenge was clear:

- Launch fast without sacrificing credibility
- Build both demand and supply
- Turn marketing into real revenue from day one

At launch:

- There was no brand identity
- No market presence
- No pipeline of chauffeurs or clients
- No marketing or CRM systems in place

The challenge was launching right, with:

- Credibility from day one
- A functioning GTM engine
- Systems that could scale without chaos



Our Approach (Strategy & Execution)

We owned the initiative end-to-end — brand, systems, and GTM.

Brand & Market Positioning

- We conceptualized the brand from scratch:
 - Logo and visual identity
 - Brand voice and messaging
 - Premium positioning aligned with enterprise expectations

GTM & Systems Architecture

- CRM selection and setup
- Dispatch and chauffeur-tracking software
- Task management systems for internal operations
- A/B testing across digital assets and messaging

To avoid the common marketplace problem, we worked on both sides:

Supply-side

- Networked with chauffeurs and service providers
- Built onboarding pipelines and trust mechanisms

Demand-side

- Direct B2B outreach
- Cold marketing initiatives
- LinkedIn InMail campaigns
- Retargeting and email marketing



Outcome & Why It Worked

Outcome

- Scaled revenue from **CA\$0 → CA\$40–50K/month**
- Built steady pipelines for service providers and clients
- Reduced operational dependency on manual coordination

The business launched with momentum because branding, systems, and revenue were treated as one ecosystem, not separate silos.

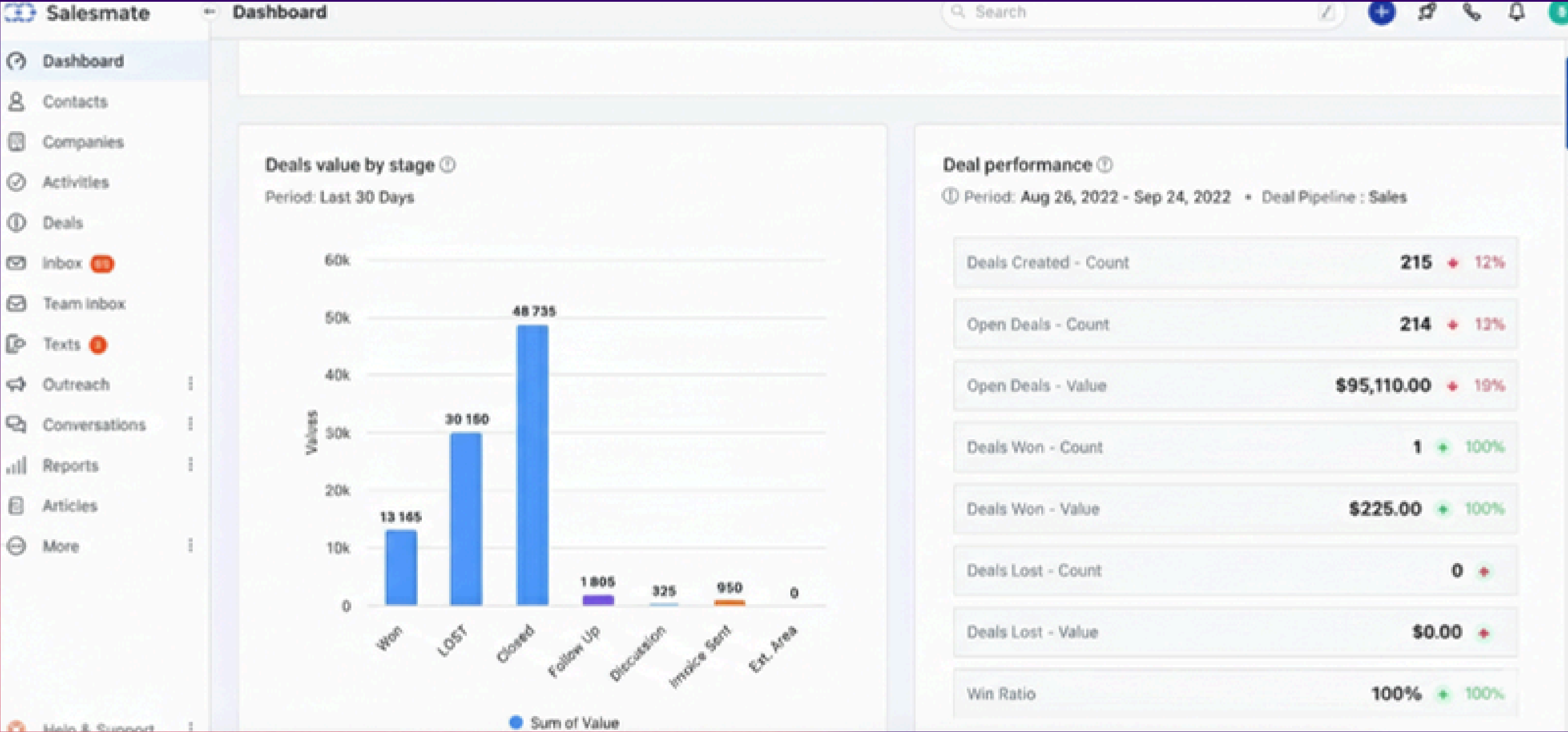
Why it worked

- Brand and revenue were treated as one ecosystem
- Systems ensured follow-through, not just leads
- GTM decisions were grounded in execution reality



Work Snapshot & Links

LinkedIn Profile



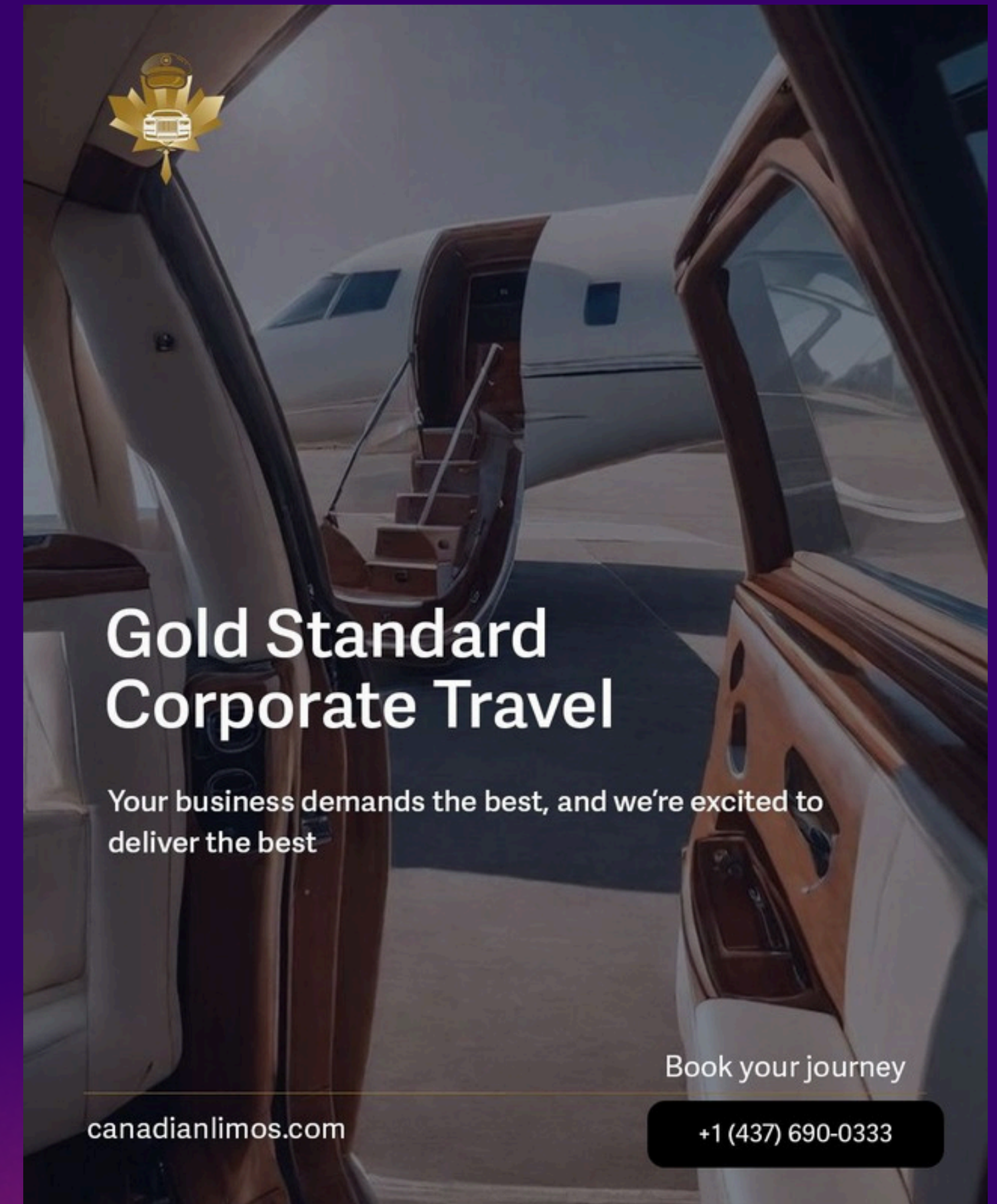
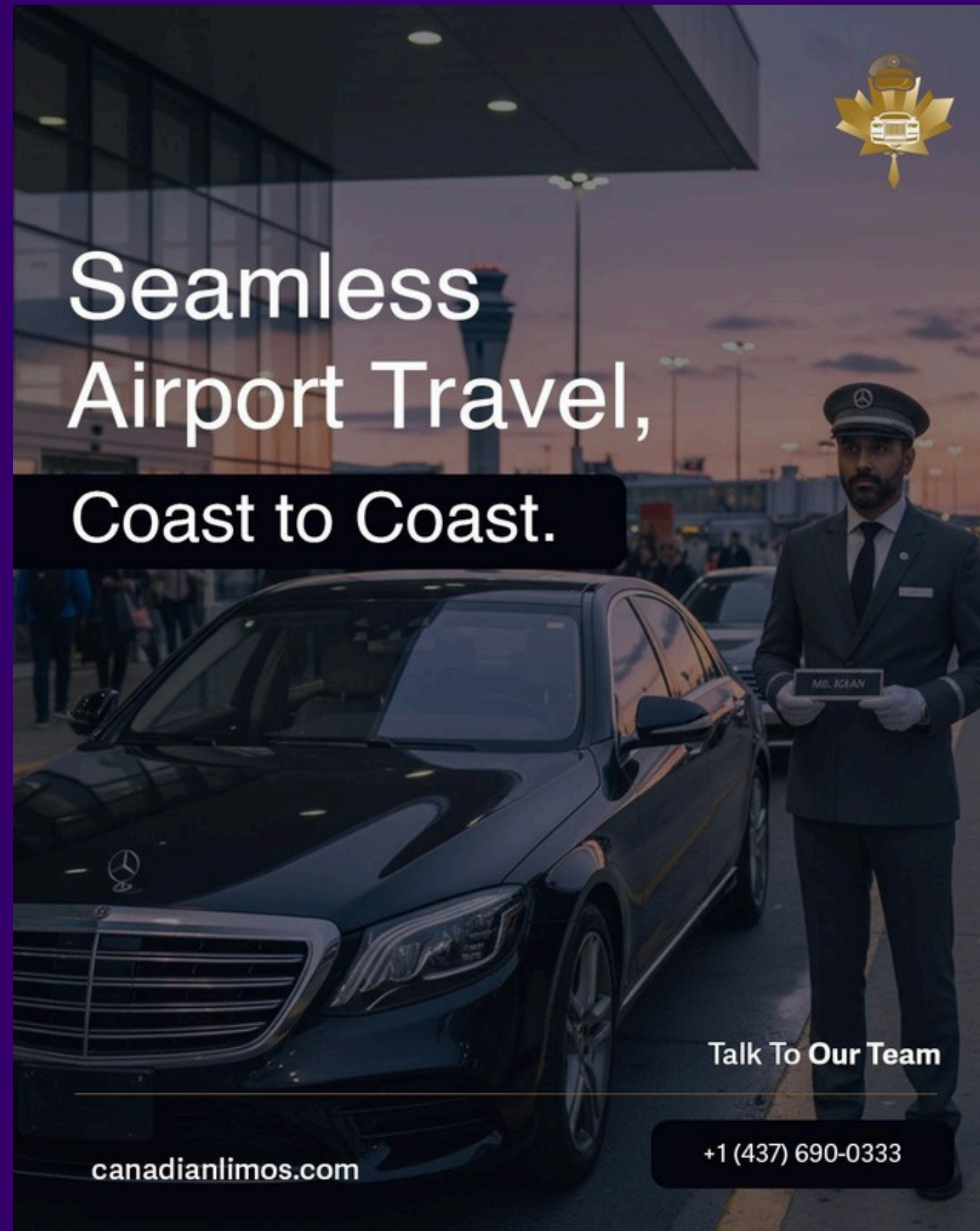
Work Snapshot & Links

[LinkedIn Profile](#)

[Drive Link](#)

Includes:

- Fleetbook
- Corporate Videos
- Corporate Brochure



CASE STUDY #3

Employer Branding & Human-Centered Storytelling / Rivian & VBeyond

In competitive talent markets, employer branding isn't about perks or slogans — it's about credibility.

Both Rivian and VBeyond faced a similar challenge at different scales:

- Attract high-quality talent
- Strengthen internal pride and alignment
- Humanize the brand without slipping into performative content

Most employer branding content fails because it:

- Sounds like corporate self-praise
- Treats people as marketing assets
- Focuses on optics instead of authenticity

What was needed wasn't "feel-good content."

It was narrative clarity — stories that felt real, intentional, and aligned with the brand's values.



Our Approach (Strategy & Execution)

We treated employer branding as a trust and hiring lever, not content decoration.

- Designed repeatable storytelling formats (Humans of VBeyond, long-form culture narratives)
- Owned narrative framing and long-form copywriting
- Maintained consistent tone, cadence, and editorial judgment
- Aligned stories to both internal pride and external credibility

Visual execution was supported by teams; story and intent were owned by us.

We began by defining:

- What the brand stands for
- What kind of people thrive here
- What not to say

The stories were designed to serve multiple audiences at once:

- Prospective candidates
- Existing employees
- Leadership
- Brand advocates

Success was defined by:

- Engagement depth
- Comment quality
- Internal amplification
- Leadership reshares
- Sustained engagement over time



Outcome & Why It Worked

Outcome

- Consistently high engagement and dwell time
- Strong positive sentiment in comments and DMs
- Leadership amplification and internal buy-in

The brands started feeling human, not marketed. This allowed storytelling to scale without losing soul.

Why it worked

- Stories were intentional, not promotional
- People were represented honestly, not as marketing assets
- Employer branding aligned with real culture



Work Snapshot & Links

LinkedIn Profiles:

VBeyond Corporation

RIVIAN



In a quiet corner of our Plymouth office, a vehicle once earmarked as scrap has found a second life. What began as a modest collection of thirty donated books on a single shelf has expanded into a library of more than three hundred titles, now permanently housed within the cargo bay of a salvaged Rivian Commercial Van.

The project was initiated by Service Support Operations leaders [Tina I.](#) and [Nicholas Farley](#), who sought a way for the team to share resources. As the collection grew, [Cassie Blue](#), a Service Partnerships PM, stepped in to oversee a transformation that was as much about mechanical training as it was about literature.

"We saved the van from scrap and turned its cargo bay into a place of knowledge — offering a wide range of genres from self-help and cooking to adventure and comics," Blue said. "Even better, the vehicle itself serves as a crucial working resource for Service Support Advisors to practice troubleshooting and repair planning inside the Plymouth office."

The decision to retrofit the vehicle was born of a happy problem: the sheer volume of donations. "It's been amazing to see how supportive Service leadership and my own manager have been of the project," Blue noted. "About 100 books in, we ran out of shelving, and the idea to retrofit a van came from a simple 'what if' conversation with @Corey Walker, Senior Manager, Service Support Operations."

While the van remains a permanent fixture of the Plymouth office, the team is already looking toward the horizon. "While this library isn't mobile due to its prior testing history, we have hopes for future expansion to other offices and opportunities to make this mobile to local communities," Blue said.

There is a quiet, distinctly [Rivian](#) satisfaction in seeing a vehicle be given a new life as part of our office's culture. It represents a thoughtful sort of circularity: a van that once tested the limits of our hardware now serves to expand the horizons of our people.

Cheers to the Plymouth team for their ingenuity, and to all those who will keep the library's pages turning.

[#rivian](#) | [#adventurousforever](#)

748,130 followers
2mo · 🌐

Introducing Borealis. A limited color from [Rivian's](#) Design Studio — metallic plum with deep black tones inspired by the edges of earth.

Explore our newest paint today at [rivian.com](#).

[#rivian](#) | [#adventurousforever](#)



👍❤️🔥 3,991 94 comments · 203 reposts

748,130 followers
2w · 🌐

+ Follow ...

Our newest Winter Co-Op Interns just arrived at our Palo Alto office and Normal, Illinois plant, and the timing couldn't be better. They are stepping into the heart of our operations as we accelerate toward the ramp and launch of R2 — and we are so excited to see what our [#interns](#) accomplish this year!

Are you interested in joining [Rivian](#) for our most ambitious chapter yet? Applications for our Summer Intern cohort are officially open. Apply at [rivn.co/internships](#).

[#rivian](#) | [#adventurousforever](#) | [#rivianintern](#) | [#internships](#)



👍❤️🔥 1,344 21 comments · 12 reposts

Work Snapshot & Links

LinkedIn Profiles:

[VBeyond Corporation](#)

[RIVIAN](#)



Hemant Kumar
Senior Recruiter - IT
VBeyond Corporation



What is the greatest accomplishment of your life?

My greatest accomplishment has been my professional growth. I've consistently taken on new challenges, focused on upskilling, and stepped beyond my core responsibilities whenever needed. That approach helped me build credibility, confidence, and a strong foundation for long-term career growth.



Hemant Kumar
Senior Recruiter - IT
VBeyond Corporation

Hobbies

-  Hiking and trekking to stay active and connect with nature.
-  Capturing moments through nature photography.
-  Reading fiction to relax and explore different stories and perspectives.



Hemant Kumar
Senior Recruiter - IT
VBeyond Corporation

CASE STUDY #4

Decklar / www.decklar.com

Rebrand & CEO Authority Building in a Complex B2B Category

(Narrative Reset, Thought Leadership, and Trust Rebuild)

Decklar (formerly Roambee) operates in the supply chain intelligence space, where credibility, clarity, and authority directly influence enterprise buying decisions.

At the time of engagement:

- The company wanted a strong rebranding
- Market perception was fragmented
- Messaging lacked narrative clarity
- The CEO's voice existed, but wasn't positioned as an industry authority

The challenge was rebuilding trust and coherence.

Rebrands often fail because companies:

- Change visuals but not narratives
- Speak about transformation without explaining why
- Underutilize leadership voice in complex B2B categories

Decklar needed:

- A clean narrative reset, including a revamped logo
- A credible transition from Roambee to Decklar
- A leadership voice that could simplify complexity and build trust over time



Our Approach (Strategy & Execution)

We worked closely with leadership to:

- Reframe the brand narrative post-rebrand
- Establish the CEO, Sanjay Sharma, as a consistent and credible thought leader
- Create a sustainable content rhythm aligned with business priorities

Instead of treating the rebrand as an announcement, we reframed it as a story:

- Why the shift was necessary
- What Decklar stood for moving forward, and how the company's thinking had evolved

Messaging focused on:

- Clarity over jargon
- Consistency over volume
- Education over promotion

We positioned the CEO's content to:

- Break down complex industry problems
- Offer informed, experience-backed perspectives
- Balance authority with approachability
- Inject personality without diluting credibility

We introduced:

- A steady cadence of thoughtful, insight-led content
- Clear themes aligned with industry conversations
- Tight editorial control to maintain tone and relevance



Outcome & Why It Worked

Outcome

- Clearer market understanding of Decklar's positioning
- Stronger association between the CEO and supply chain expertise
- Improved engagement quality and relevance
- Increased inbound conversations driven by authority

By aligning brand narrative and leadership voice, Decklar moved from presence to influence.

Why it worked

- Authority was built through consistency, not announcements
- Leadership voice reinforced brand credibility
- Messaging prioritized insight over promotion

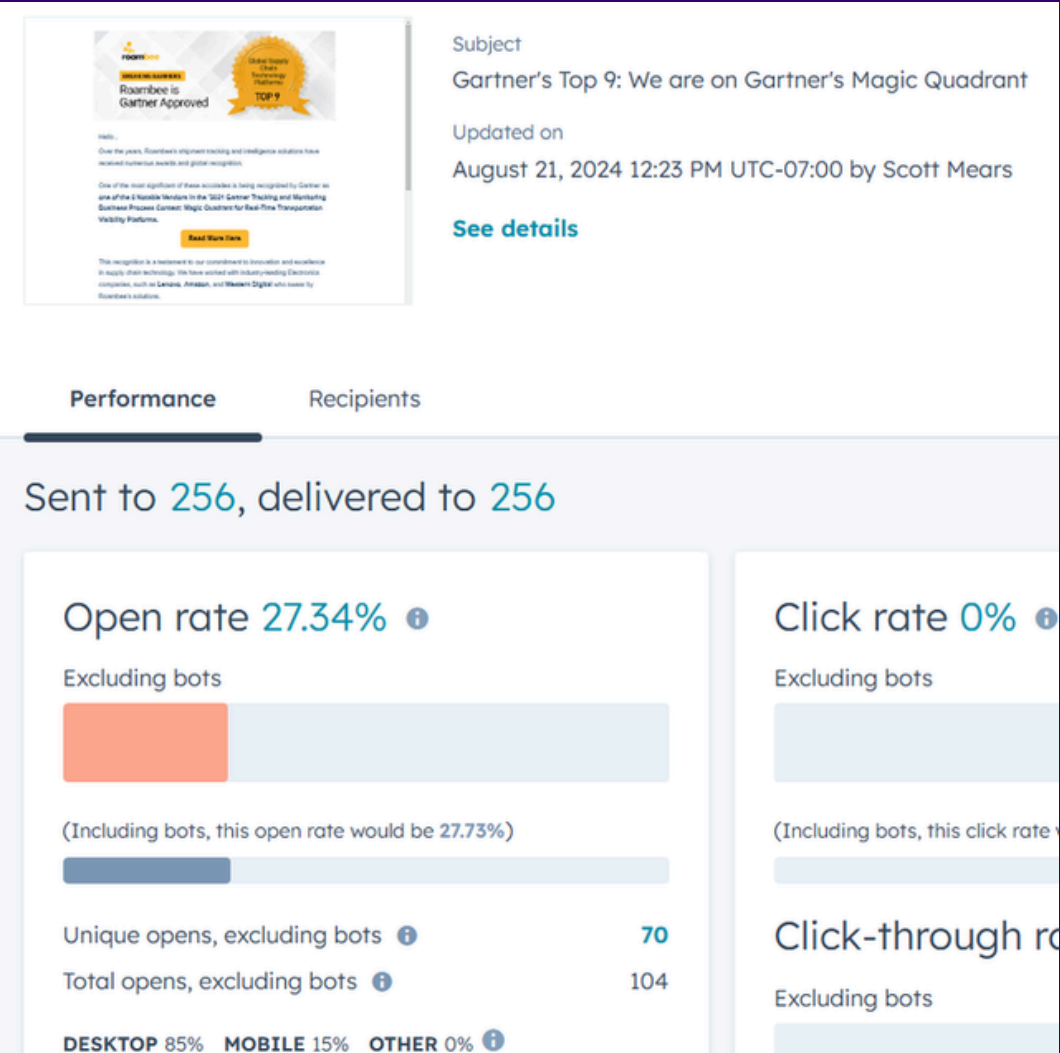
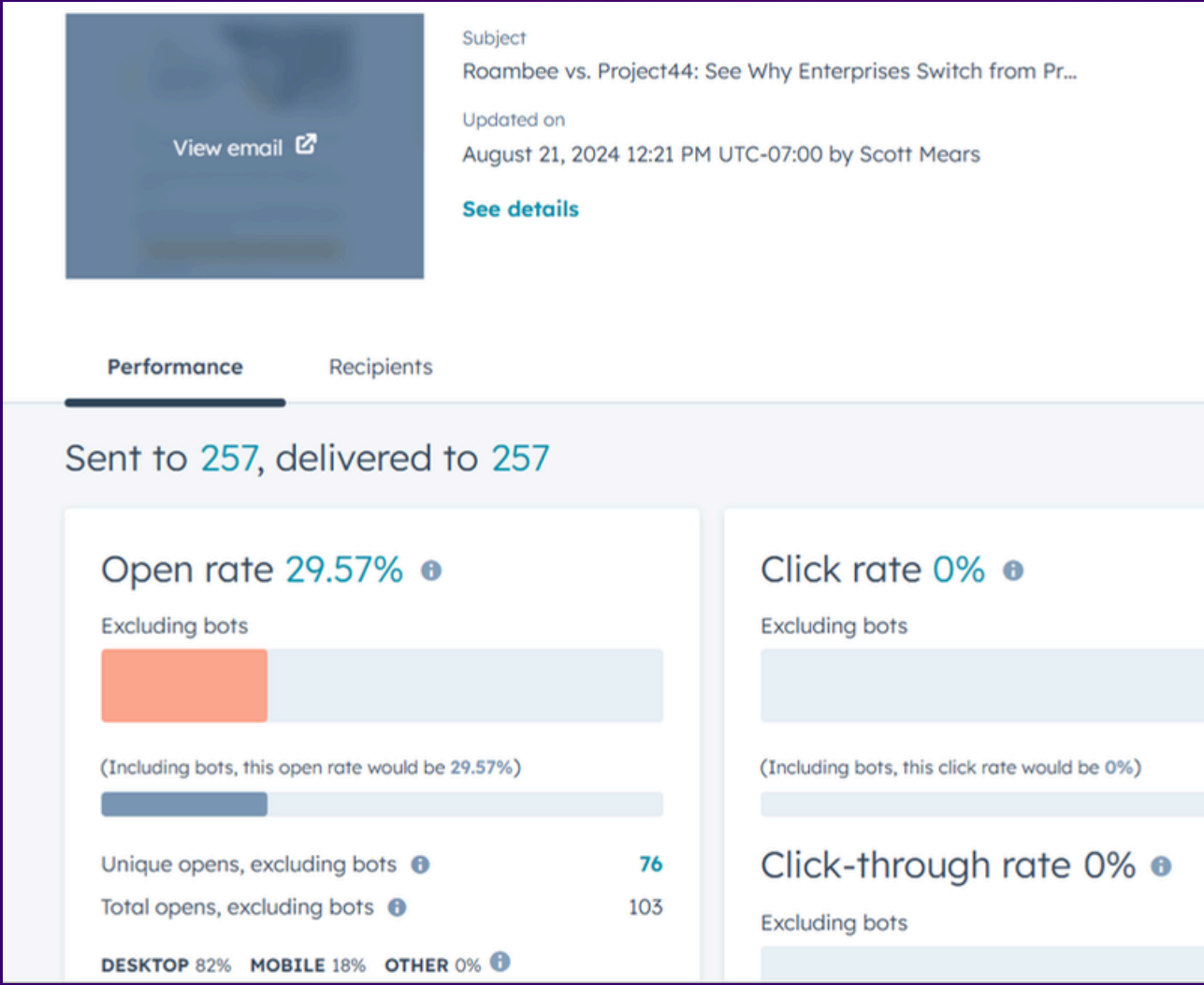
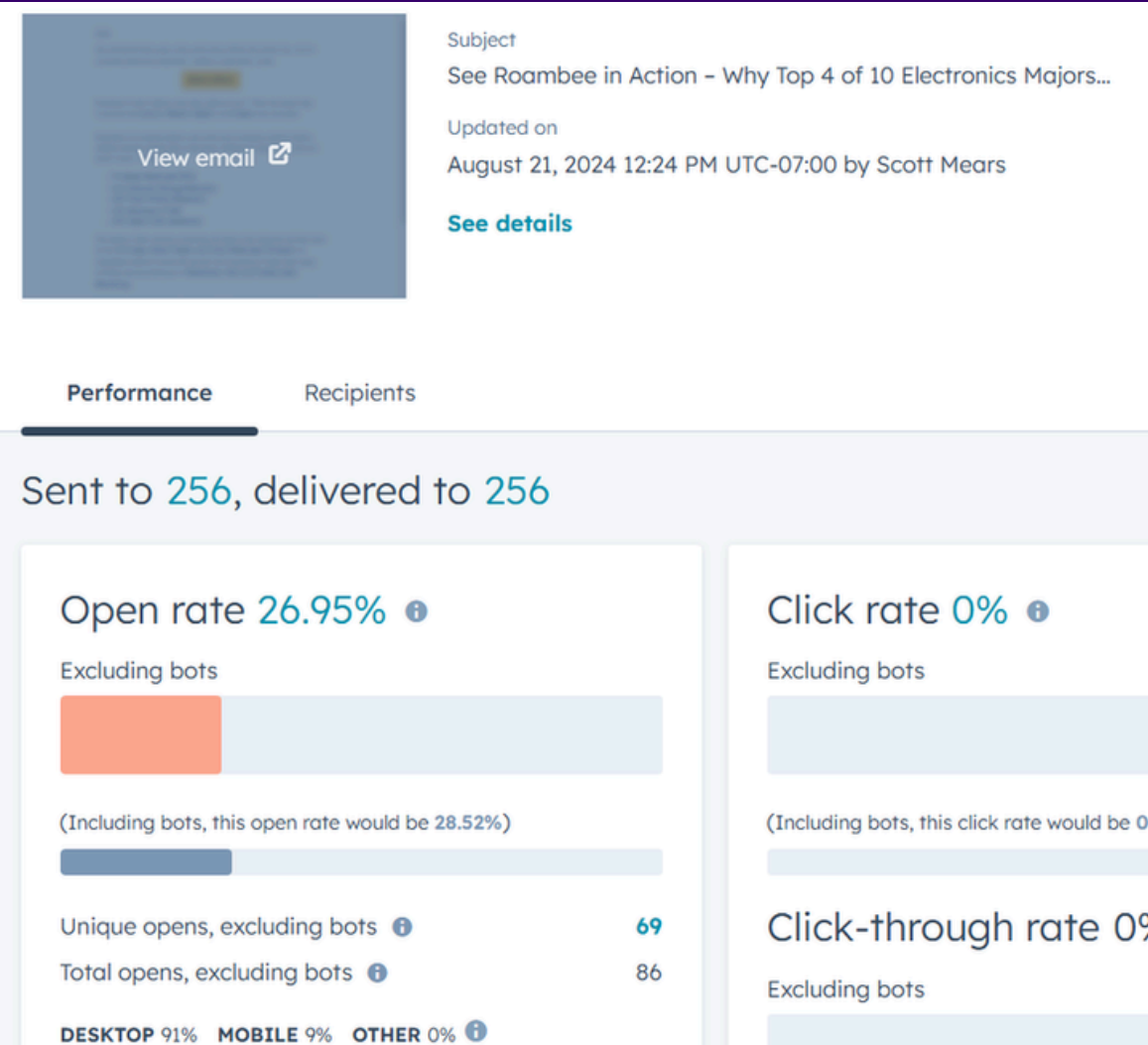


Work Snapshot & Links

LinkedIn Profiles:

DECKLAR

SANJAY SHARMA



Work Snapshot & Links

LinkedIn Profiles:

[DECKLAR](#)

[SANJAY SHARMA](#)



Decklar
38,144 followers
2w • 🌐

DECKLAR means Decision Clarity! Multiple decisions. One platform. Infinite clarity. Every disruption in the supply chain demands a decision, but today, those decisions are slow, scattered, and uncertain. That's why Decklar powers seven mission-critical use cases with Decision AI. From dynamic replenishment planning to detention reduction, automated quality release to security risk anticipation, in-transit revenue forecasting, automated goods receipt, and reusable asset performance.

Each one transforms reactive firefighting into proactive clarity.

With Decklar, enterprises no longer just see their supply chain; they act on it, instantly and confidently.

Decklar is Decision Clarity.

Explore the use cases at www.decklar.com

#SupplyChain #DecisionAI #DigitalTransformation #Decklar #DecisionClarity



Decklar Solves What No Planning Tool, TMS, or Visibility Tool Can

Make Your Replenishments Dynamic
Delay risk and \$/kg level ETAs power Decision AI to ship the loads before they happen. Keep shelves full without the panic freight bills.

Eliminate Detention & Demurrage Costs
Real-time dwell and compact dwellers feed Decision AI smart clearance recommendations. Stop revenue bleeding from avoidable penalties.

Automate Your Quality Release Operation
+4
Simple start-to-finish signals for Decision AI speed goods shipments, reducing speed-up inventory turns while catching quality issues with rock-solid evidence.



DECKLAR.COM



Prem Sai Sainathan and 50 others

4 comments • 9 reposts



Decklar
38,144 followers
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ROAMBEE IS NOW DECKLAR! The world of supply chains just got disrupted (for the better). Billions are spent on planning tools, TMS, and visibility platforms, yet supply chains remain broken. About 60% of shipments are delays, ~17% face quality issues, and ~76% of reusable assets sit idle. Decisions are left to gut feel because the data in these systems overwhelm rather offer clarity on the critical question of "what to do next."

It's time for a BIG change to **empower every supply chain hero** to make the right decision at the right time to keep the world moving.

Today, Roambee becomes Decklar, born to give supply chain heroes the clarity they deserve. With Decklar, we present to you the **World's Only Real-Time Decision AI Platform with Unified Visibility**, built on over a decade of self-enriching visibility data to deliver the right decision, the first time, every time.

Discover more at www.decklar.com

#DecisionAI #Decklar #Roambee #DecisionIntelligence #SupplyChain #Logistics #ArtificialIntelligence #AI



www.decklar.com



AKANSHA GUPTA and 56 others

2 comments • 19 reposts

Work Snapshot & Links

LinkedIn Profiles:

[DECKLAR](#)

[SANJAY SHARMA](#)



Decklar

38,144 followers

6d • Edited • 

Manual goods receipt is a hidden bottleneck.

It slows operations, clogs finance workflows, and leaves planners working with stale or incomplete data.

That's why global supply chains are moving beyond visibility—**turning data into decisions with AI.**

By automating GRN in 3 steps, you don't just verify faster—you prevent invoice disputes before they start, shorten the lag between arrival and dispatch, and give planners OTIF risk insights in real time.

Goods receipt becomes more than a checkbox—it becomes a launchpad for smarter execution.

Learn how Decklar turns frontline events into dynamic planning signals.
<https://lnkd.in/eSumqm94>

#DecisionsAI #GoodsReceipt #SupplyChain



Automate Your Goods Receipt in 3 Steps

Automate Your Goods Receipt in 3 Simple Steps.



Prem Sai Sainathan and 32 others

3 comments · 10 reposts

Reactions



+25

 Like

 Comment

 Repost

 Send

Roombee is now Decklar! [Read More](#)



About

Solutions

AI Platform

Resources

Contact Us

FREE DEMO

The World's Only Real-Time Decision AI Platform for Supply Chains

with Unified Visibility

Free Demo



Make Your Replenishments Dynamic

Know More

Our Decision AI Is Built on 10+ Years of Self-Enriching Visibility Data

That No Planning Tool or TMS System Can Offer

Visibility Data Core

12M+ Live Shipment Signals Daily

18+ Transactions Over 15K+ Lanes Across 160 Countries Analyzed

Product Intelligence Across 6+ Industries

10M+ Nodes Processing

Covering Over 50% of the World's Trade Lanes

Better Supply Chain Decisions

OPERATIONAL

Predictable & Verified OTIF Deliveries

Dynamic Signal-Driven Planning

Improved Customer Experience

CXO

Accelerated Order to Cash

Accurate Revenue Forecasts

Reduced Risk Exposure

The Decklar Story – CEO Sanjay Sharma Speaks ...



Watch on  

Our Vision

Clarity drives every great decision. Our vision is to make global supply chains transparent, automated, and sustainable.

Sanjay Sharma

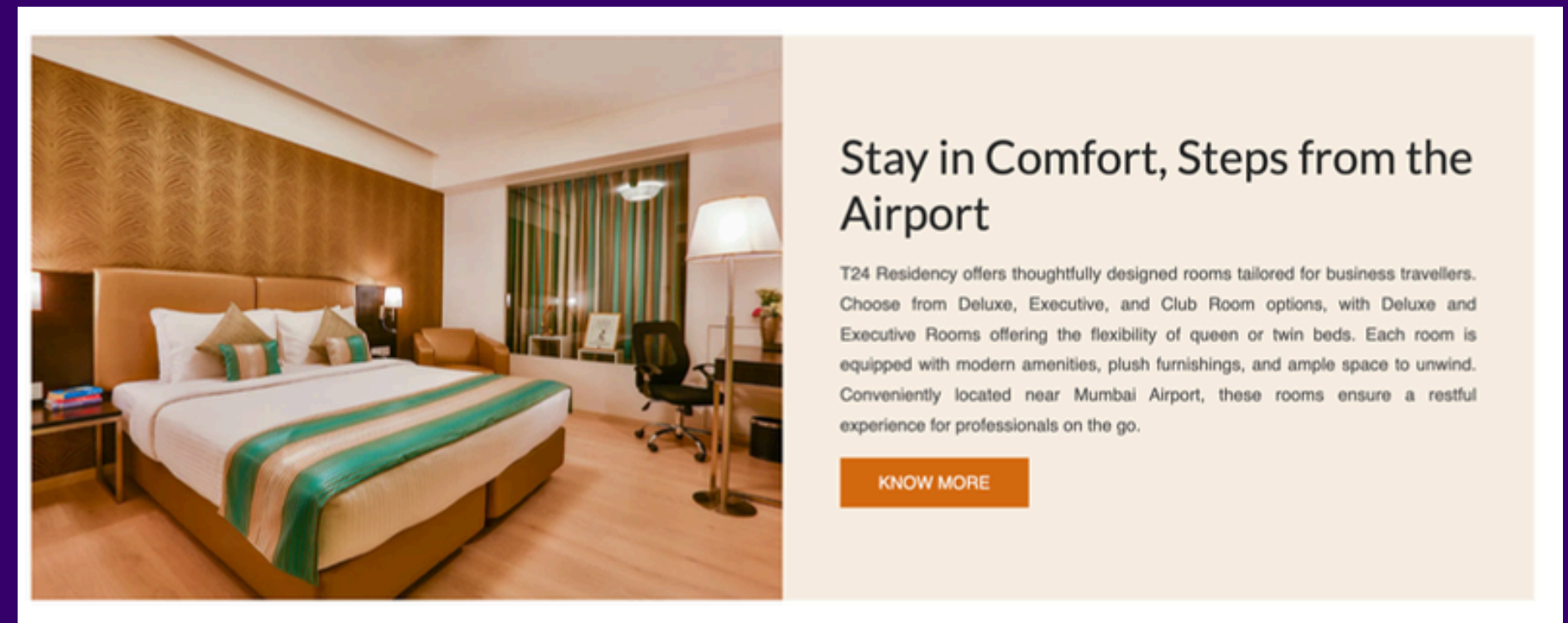
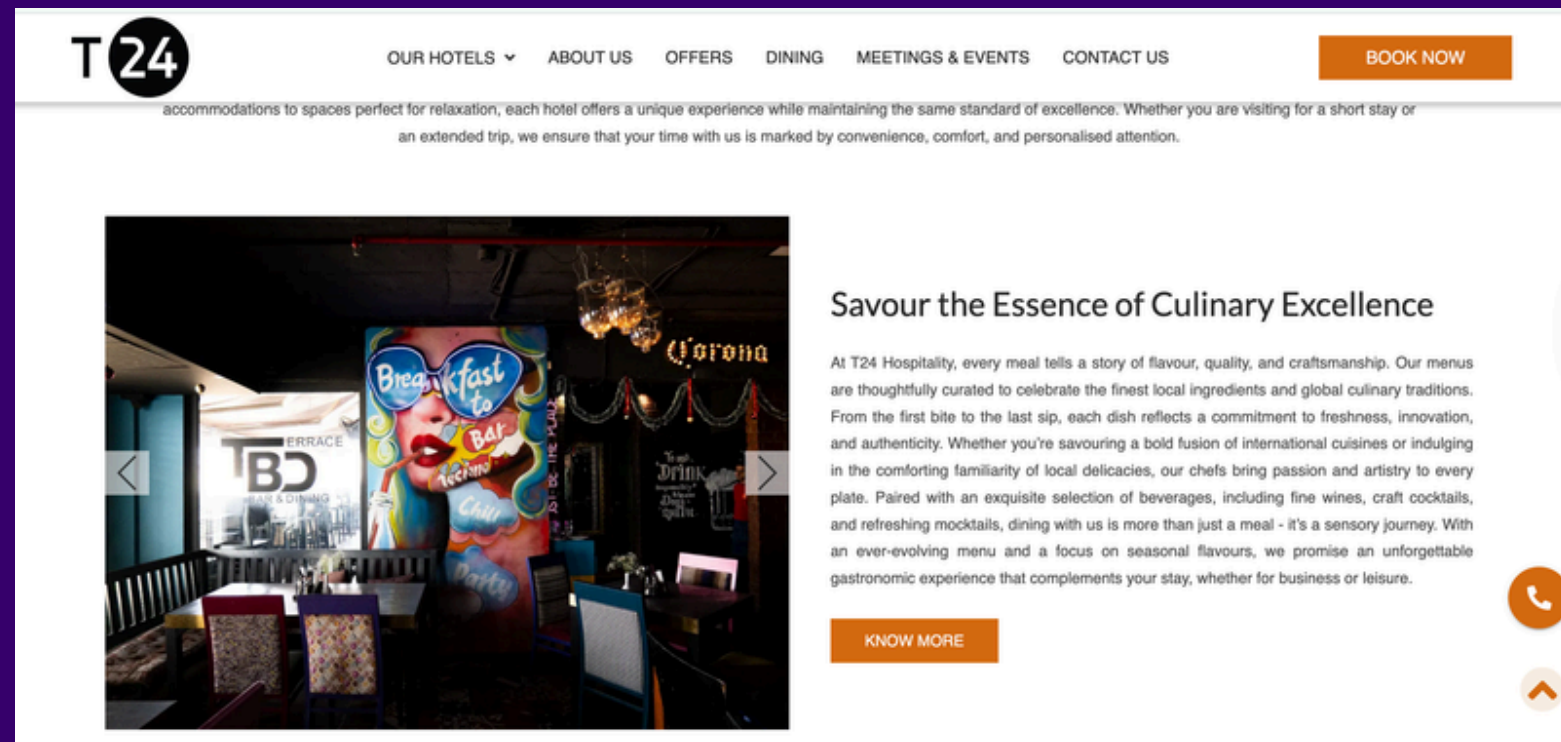
Chairman & Chief Executive Officer

QUICK CASE STUDIES



Our team is behind real transformations for businesses that want to stand apart from the crowd.

T24 Residency | Category: F&B | Hospitality



01

PROBLEM

Brand messaging felt generic and the website did not convert walk-in interest

02

WHAT WE BUILT

Complete messaging refresh, website copy rewrite, local SEO system, and Google Business optimization

03

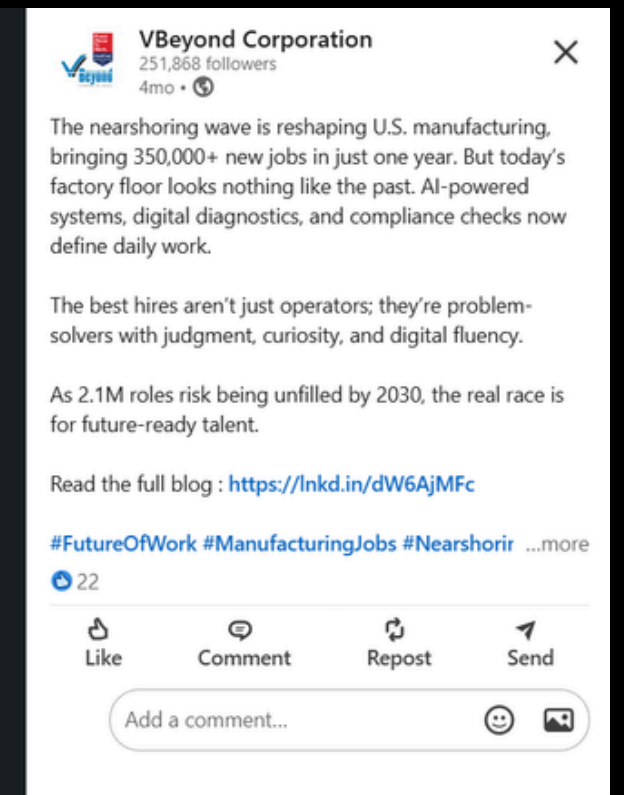
RESULT

3x increase in direct bookings, top 3 rankings for local searches
Deliverables: website copy, SEO pages, content calendar, and social templates

QUICK CASE STUDIES



VBeyond | Category: Staffing & Recruitment



01

PROBLEM

Strong clinical reputation but invisible online and no content strategy

02

WHAT WE BUILT

Authority-building content system, pillar pages, content architecture, blog library, lead magnets, and email nurture flows and employer branding materials

03

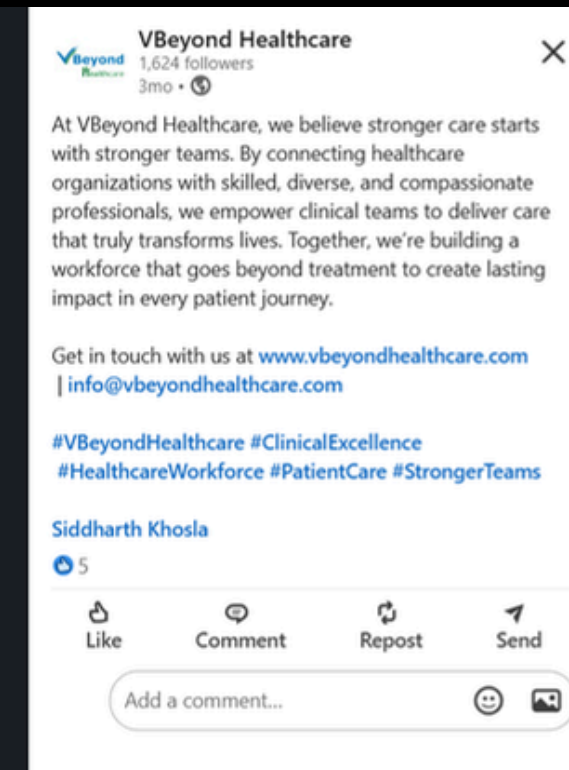
RESULT

240% organic traffic growth and positioned as a category thought leader

QUICK CASE STUDIES



VBeyond Healthcare | Category: Healthcare Staffing



01

PROBLEM

Strong industry reputation but invisible online and no content strategy

02

WHAT WE BUILT

Social strategy, content pillars, social media calendar creation and execution, and sales collaterals

03

RESULT

200% organic traffic growth and stronger positioning as a category leader in key markets

BOOK A 30-MINUTE FIT CALL

We'll tell you in one call if we're a fit—and what we'd do in the first 30 days.

REQUEST A FREE "VISIBILITY & MESSAGING SNAPSHOT"

A quick audit of your site, search presence, and messaging with immediate fixes.

GET IN TOUCH

Email: hello@apartagency.com

Website: apartagency.com



LET'S BUILD
SOMETHING
THAT
COMPOUNDS



Thank
You.