Anubha Mathur

C-6C, Gangotri Enclave, Alaknanda, New Delhi ⚫ Phone: 9999079992 ⚫ mathur.anubha@gmail.com

Client Servicing Director

* Advertising professional with over 7 years of experience
* Partnering clients like Nestle, PepsiCo and Yum Foods & Aircel

Skills

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| * Marketing Strategies & Campaigns * Product Positioning & Branding * Creative development * Multiple client handling | * People Management * Focus Group & Market Research * Dealing with media partners * New Product Launch |

Professional Experience

McCann Worldwide-New Delhi

2013 September to present

Working as a Business Director heading Aircel Telecommunications.

JWT-Gurgaon

2006 to 2013 August

Managing clients like Nestle-Chocolates, PepsiCo-Lays and Yum Foods-Taco Bell over the years

Working on complete advertising and communications for:

* 2006 to 2011: Munch, Milkybar, Selections, Nestle Milk Chocolate
  + Campaigns worked on Munch-“Munch kasam, disturb nahi karneka”, Pop Choc “Nikalo, Uchchalo, Khalo”, launched Guru Munch, three films over three years of “Mera Crunch Mahan”
  + Campaigns worked on Milkybar-Three films over two years of “Dum hai toh bahar nikal”
* 2006 to 1/2008: Kitkat and BarOne
  + Campaigns worked on Kitkat-Two films of “Kitkat Break Banta hai”, Kitkat Chunky, Kitkat Lite
* 7/2009 to 1/2011:Taco Bell
  + Campaigns worked on Taco Bell (no use of TV)-“Trip on the taste of Mexico”, Summer and Sauce promos and outlet designing
* 12/2011 to 2013: Lays
  + Campaigns worked on-“Flavour World Cup”, Spanish Tomato Tango, Launched two dance flavours, positioning change and launch of ‘Pal Banaye Magical’, IPL promotional activity of launching 6 in & out flavours, Lay’s Guess whose flavour, Special Party pack campaign, Launch of new core flavor-Chile Limon, IPL campaign – 2013
* 09/12 to 2013 January: Timex
  + Campaigns worked on- Timex Durga Puja and Diwali
* 09/13 to present: Aircel
  + Handling all India circles and corporate communications.
* Flavour World Cup campaign- Won a gold Effie in 2012
* Launched Lay’s Baked
* Launched Nestle chocolates like Kitkat Lite, Kitkat Chunky, Munch Pop Choc, Guru Munch and re-launched Milkybar
* Launched Taco Bell in India
* Currently heading a team of 12 people to look over Aircel India advertising

Technology

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| Software: | MS Office (Word, Excel, PowerPoint), Photoshop and Illustrator |
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Education

Delhi School OF Communication

Post graduate Diploma in Mass Communication 2006

HISAR UNIVERSITY

Masters in Mass Communication 2006

INSTITUTE OF MANAGEMENT STUDIES, GZB

Bachelors in Computer Applications 2004

SETH M R JAIPURIA, LUCKNOW

ISC and ICSE boards