

# PERCY BHARUCHA

+91-8826946430 | percybharucha89@gmail.com

**10+ years of experience across branding, content, and marketing**



ashoka  
UNIVERSITY

Young India  
Fellowship

<https://www.linkedin.com/in/percybharucha>

<https://percybharucha.contently.com>

## Head, Content

### **Masters' Union** [2022]

- Achieved an almost 60% increase in Instagram followers. Conceptualised and deployed content themes and buckets to achieve organic growth across platforms.
- Executed influencer partnerships with Abish Mathew, Kenny Sebastian and more to target relevant audiences to grow top of the funnel brand awareness.
- Achieved 2x growth in the number of applicants for admissions using an integrated strategy combining content and online marketing.

## Independent Consultant

### **Brand + Content Strategy & Writing** [2019-2022]

- Worked across brand, content, marketing and PR as a strategist and a writer. Industries include sustainable fashion, government contracting, business intelligence, travel-tech, and e-commerce optimisation, among others.
- Worked with Penguin Random House, Manupatra, Avantari, AshokaX, Ashoka University, prReach, Harappa Education, CTQ, etc.
- Appointed as an official book reviewer for the Hindustan Times, The Hindu, Frontline and The National Herald. Selected for the YourQuote Himalayan Writing Fellowship.
- Learned and worked as an apprentice with one of India's oldest tattoo studios, Devilz in Delhi.

## Manager, Marketing

### **HarperCollins Publishers India** [2017-19]

- Planned and executed the India book tour for *The Forest of Enchantments* by Chitra Banerjee Divakaruni across 5 cities and 3 literary festivals. Achieved No 1 position on the Indian Top 10 Bestseller List for 6 months.
- Conceptualised and executed 360 marketing plans for commercial year-maker titles across events, PR and social media. Handled authors including Ravi Subramanian, Kevin Missal, Reham Khan, etc.
- Developed brand and title partnerships, both online and offline, with DU, Floh, TrulyMadly, Sip and Swap, ScoopWhoop, Chaayos, Forest Essentials, Amazon Kindle, Kidzania, etc.
- Set up the HarperCollins Book Santa and Books Over Coffee initiatives. Helped coordinate, conceptualise, and execute Harper at Cinema, The HarperCollins Mega Sale, World Book Fair, Kolkata Book Fair and the Annual Sales Conference.
- Recipient of the Rising Star Award.

## Senior Business Partner, Content & Entertainment

### **Bartle Bogle Hegarty (BBH India)** [2016-17]

- Bridged the gap between clients and content creators through unique entertainment properties for brand positioning and growth.

## Head, Planning and Strategy

### **M&C Saatchi February** [2015–16]

- Wrote 2 ABBY-winning case studies for Gaana.com, in 2016 and 2015. Achieved No 1 position on iOS and Android for 2 months. Peak daily app downloads hit 80,000 and the brand theme was added to 200,000 playlists.
- Worked on and converted new business pitches for Amazon, Amazon Now, Amazon - IPL, OnePlus 3 Launch, Times Internet- Gaana.com and Dineout, India Today- Aaj Tak, and India Today TV, BITS Pilani WILP, among others.
- Led and expanded the planning team to a headcount of 3.

## Senior Account Planner

### **M&C Saatchi February** [2014–15]

- Handled the planning and strategy vertical for clients including Nandos, Times City, Spice Mobiles, SBI Credit Cards, DLF, Indiatimes.com, Typhoo Tea and Smart Global.

## Account Planner

### **Rediffusion Y&R** [2012–13]

- Winner of the Silver Effie award for Tata Ace Zip.
- Devised the brand strategy for Tata Nano, Tata Motors CVBU, IOCL, Sahara and pitches for Sahara Q Hi Life and Bata.

## EDUCATION

### **Ashoka University**

Young India Fellowship [2013–14]

### **Mudra Institute of Communications Ahmedabad (MICA)**

PGDM(C) [2010–12]

## VOLUNTEERING & AWARDS

- Winner of the Ogilvy Case Study Competition
- Gold Medalist, Gujarat University
- Recipient of the Governor's Medal
- Volunteer: Poets Translating Poets Festival, Goethe Institut, Mumbai
- Creator of 2 comics: The Adult Manual and Cats Over Coffee