



## Ahaan Singh

Talent Manager

### ABOUT ME

I am a results-driven talent manager with 4+ years of experience having managed A-list celebrities like Priyanka Chopra and Katrina Kaif. I'm also adept at crafting high-impact partnerships between leading brands and top talents. I have a proven track record of exceeding revenue goals through strategic talent roster expansion and bespoke career development while being skilled in contract negotiation, social media strategy, and delivering exceptional ROI for both artists and brands.

### EXPERIENCE

#### Dharma Cornerstone Agency

Jan 2024 – Aug 2024 | Talent Management

##### Exclusive Roster:

> Jannat Zubair, Aditi Bhatia, Orhan Awatramani, Srushti Porey, Sumukhi Suresh, Sufi Motiwala.

##### Brand Partnerships:

> Negotiated & confirmed campaigns for talent, across brands like Spotify, Tory Burch, KFC, Amazon Prime, Myntra, Hotstar

##### Client Servicing:

> Liaising with the talent on brand campaigns to ensure smooth communications to meet objectives.

##### Social Media:

> Building & working on social media strategies for the roster to improve social media presence and increase engagement as well as reach & growth.

#### Spotlightt Social

Dec 2020 – Dec 2023 | COO

> Spearheaded operations as COO at Spotlightt Social for the past 3 years, strategically overseeing three key verticals: Talent, Brand, and Production.

> Talent Vertical — Elevated the impact, expanding the roster from 4 to 30 artists and securing a monthly revenue range of 15 lakhs to 40 lakhs through successful brand collaborations.

> Brand Vertical — Orchestrated effective social media plans and approaches within this vertical, ensuring alignment with target audience preferences and enhancing overall brand engagement.

> Production Vertical — Implemented strategies resulting in increased leads, fostering a greater utilisation of our services and contributing to business growth.

> Ensured seamless workflow and operational efficiency to guarantee the smooth execution of projects.

> Demonstrated exceptional performance by consistently surpassing yearly targets, achieving goals within a quarter's timeframe.

> Serving as the main point of contact for clients requiring influencer marketing activities

> Supervising influencer marketing events and analysing post-campaign data to identify key learnings and future opportunities, Leading a team of three members, including workflow allocation and performance management

## CA MEDIA DIGITAL (INDIA) PRIVATE LIMITED

October 2018 – May 2019 | Social Media Executive

### Account - Priyanka Chopra

- › Tracked and updated follower counts across all social media platforms, and compared them to her competitors
- › Created bi-weekly and monthly reports, made posts to celebrate milestones, responded to trolls
- › Tracked all of Priyanka Chopra's interviews, ensuring they were posted in a timely and appropriate manner.

### Account - Katrina Kaif

- › Attended promotional events and magazine shoots to create content, including posts and stories that could be posted on her social media accounts, › Leveraged my knowledge of her brand and image to create content that resonated with her audience and helped to increase engagement on her social media platforms
- › Stayed up-to-date on the latest trends and preferences of her audience
- › Collaborated with her team to ensure that all content was consistent according to her personality.

## Sportz Interactive

October 2016 – December 2016 | Social Content (Intern)

- › Supported Indian Super League (ISL), International Premier Tennis League (IPTL) and Reliance Foundation Youth Soccer (RFYS) accounts by updating score sheets, selecting highlights and forwarding them to editors for weekly and monthly reports.
- › Assisted in live-tweeting for ISL and IPTL matches, wrote captions for Facebook and Instagram posts, and ensured healthy comments by monitoring for bot accounts.
- › Coordinated with colleagues at IPTL venues for match delays, interviews, and highlights to post on social media with appropriate captions and hashtags.

## EDUCATION

### National Academy of Sports Management, Mumbai

BBA in Sports Management, 2015 - 2018

### Prabhavati Padamshi Soni International Junior College, Mumbai

A Levels, 2013-2015

### Jankidevi Public School

IGCSE, 2010-2012

## SKILLS

### Talent Management

Proficient

Leadership	Management	Talent Recruitment
Relationship Management	Networking	
Creativity	Problem Solving	Marketing
Promotion		

## CONTACT

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