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## Ahaan Singh

Talent Manager

### ABOUT ME

Results-driven talent manager with 4+ years of experience managing A-list celebrities like Priyanka Chopra and Katrina Kaif. Expert in crafting high-impact brand partnerships, expanding talent rosters, and exceeding revenue goals. Skilled in contract negotiation, social media strategy, and delivering exceptional ROI for artists and brands.

### EXPERIENCE

#### Dharma Cornerstone Agency

Jan 2024 – Current | Talent Management

##### Exclusive Roster:

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

##### Brand Partnerships:

› Closed & confirmed campaigns for talent, across brands like Spotify, Tory Burch, KFC, Amazon Prime Video, 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.

#### Spotlight Social

Dec 2020 – Dec 2023 | COO

› Spearheaded operations as COO at Spotlight 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 social media follower accounts, comparing them to competitors
- › Created bi-weekly/monthly reports, celebrated milestones, and managed responses to trolls.
- › Monitored interviews to ensure timely and appropriate social media posting.

### Account - Katrina Kaif

- › Attended events and shoots to create engaging content for social media.
- › Developed content aligned with her brand to boost audience engagement.
- › Stayed current on trends and collaborated with her team to maintain consistent brand messaging.

## Sportz Interactive

October 2016 – December 2016 | Social Content (Intern)

- › Supported ISL, IPTL, and RFYS accounts by updating score sheets, selecting highlights, and forwarding them for reports.
- › Assisted with live-tweeting for ISL/IPTL matches, crafted captions for Facebook and Instagram, and monitored comments.
- › Coordinated with IPTL venue teams for timely social media posts, managing delays, interviews, and highlights.

## 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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