

## PROFESSIONAL PROFILE

With an experience of 8 years in Media and Marketing, I've worked with clients across industries like FMCG, CPG, Pharmaceuticals, Oil Lubricants, Social Media and Luxury, helping translate business ambitions into actionable media strategies. My goal is to become a marketing leader with expertise in Digital and Data. Additionally, I'm currently pursuing a Data Science course to strengthen my analytical skills.

## WORK EXPERIENCE

---

### Starcom, Publicis Groupe – New Business & Strategy

**Apr'24 – Till Date**

---

Associate Director – Digital Strategist (Apr'24 – Till Date)

#### Key Responsibilities:

- Digital Strategist for Procter & Gamble's key digital first brands including Gillette, Pampers, Olay, Old Spice and Braun focused on driving quality audience and planning excellence
- Developing the Attention Planning agenda by curating Starcom's POV and driving partnerships in this space
- Working on Client's digital plans to optimize targeting, delivery and KPIs by building efficient frameworks across key platforms such as Meta, Google and Retail Media.
- Lead and participate in new business development opportunities for the agency.

---

### EssenceMediacom, GroupM - Product & Strategy

**Nov'22 – Mar'24**

---

Director (Nov'22 – Mar'24)

Part of building EssenceMediacom's unique Product & Strategy function and proposition in India as well as collaborating with other practices - Planning, Partnerships, Analytics, Activations and Content to build cohesive responses to client briefs.

#### Key Projects:

- **Empowering Health and Education Access:** Contributed to the Bill & Melinda Gates Foundation's mission by developing media guidelines for equitable access to health and education for young women.
- **Sports Analysis and Investment:** Established and managed the EM Sports Hub, focusing on analyzing brand investments in major sporting events, such as the Indian Premier League.
- **Enhancing Advertising Efficiency:** Pioneered the Precision Reach Framework, enabling brands to identify effective advertising channels for specific target audiences across regions, including innovative digital currency development and a D2C Marketing Guide.

#### Key Responsibilities:

- **Cutting-Edge Media Planning:** Lead innovative Media and Advertising planning efforts at EssenceMediacom, incorporating the latest channels, methods, and tools.
- **Strategic Media Partnerships:** Established and maintained strategic media partnerships to foster ongoing improvement and growth. Detailed media feedback mechanisms through solutions like MMM, BLS, Pre/Post analysis in partnership with Measurement Agencies.
- **Business Enhancement and Support:** Collaborated with teams and clients to improve business outcomes and provide strategic guidance for new ventures.

Served multiple positions at Mindshare from Manager, Director and Senior Director within the Product & Strategy Team.

Senior Director (Oct 2021 – April 2022)

Director (Oct 2020 – Sep 2021)

Manager (Jun 2017 – Sep 2020)

Leadership Trainee (Jun 2016 – May 2017)

**Key Projects:**

- **Business Development Achievements**
  - Successfully secured a \$10 Million revenue Ecommerce project for Castrol India, managing Price & Inventory on Ecommerce Portals.
  - Retained Castrol Global as a client, enhancing their Service Advisor Advocacy Platform with a focus on Content Strategy.
- **Integrated Strategy Leadership**
  - Led Media Strategy for global clients such as Castrol, Meta, Sanofi, ForeverMark, Fox Star Studios, and Kimberly Clark with a combined spend of \$300 Million+.
  - Managed Media Strategy and Integrated Media solutions for local clients, including State Bank of India, Star Network, Bajaj, Godrej, Hotstar, Indian Super League, and JSW.
- **Project Management Expertise**
  - Successfully managed a Pilot program for Castrol Global to boost Advocacy in the Turkish market, involving content creation and delivery for Service Advisors.
  - Leveraged reader responses to optimize content efficiency and drive insights.

**Key Projects:**

- **Research Project: Second Screen Behavior**
  - Conducted comprehensive research on second screen behavior, including extensive primary research.
  - Analyzed and presented research findings to key GroupM stakeholders, offering insights and solutions.
- **Consumer Research for Retail App Agency Pitch**
  - Performed on-ground interviews to discern media touch points for the target audience, supporting an agency pitch for a retail-based app.

**LEADERSHIP & ACHIEVEMENTS**

- National selection for the YCO program in 2020 (Youth Executive Council) involving shadowing GroupM agency CEOs to drive innovation and lead a project to transition GroupM into a consultancy.
- Featured in 'Young Guns' interview series by AdGully. (Read Here: [Aniket Sawant Young Gun](#))
- Awarded in the 'Excellence in Action' category at GroupM Choreos 2019.
- Selected for WPP Stream by WPP Global in 2018.
- Finalist in the 2017 Young Spikes competition.

**SKILLS & COMPETENCIES**

- Building Integrated Media Strategy (TV | Print | Radio | Digital | OOH | Experiential)
- Tools: TGI, Radian6, Talkwalker, ComScore, PowerBI, GWI, Python, Tableau
- Multilingual: English, Hindi, Marathi, basic Arabic
- Pursuing Data Science with Python, Machine Learning, and Neural Networks
- Project Management for Value-Added proposals beyond Media to drive Client's business
- Developing custom products for Agencies which can aid to Brand growth.

## VOLUNTARY ACTIVITIES

### **Event Coordinator – Dubai International Film Festival, Dubai | Dec'08**

Organizing and categorizing event invitations, welcoming guests at Al Qasr Hotel, and guiding attendees at multiple theaters throughout the festival.

### **Volunteer - Writing Exams for Disabled Students, Ferguson College, Pune | Mar'13**

Engaged in an annual initiative at Fergusson College, assisting disabled students by writing exams on their behalf in the subjects of Mathematics and English.

## EDUCATIONAL QUALIFICATIONS

<b>Degree</b>	<b>School/College &amp; University</b>	<b>Year</b>
MBA (Media & Communication Management)	Symbiosis Institute of Media & Communication, Pune; Symbiosis International University	2016
Bachelor's in Commerce	Brihan Maharashtra College of Commerce, Pune	2013
Higher Secondary (12 <sup>th</sup> )	The Indian High School, Dubai, U.A.E; CBSE	2010