

# Aniket Arvind Sawant

## Media & Marketing Professional

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### PROFESSIONAL PROFILE

With an experience of 6 years in the Media & Marketing field, I have helped brands across sectors like Pharmaceuticals, Oil Lubricants, Social Media & Luxury translate business ambitions into actionable media insights.

My career goals revolve around the principles of being agile & adaptive, provoking with purpose led marketing and adopting principles of behavioral science to decode consumer insights.

### SKILLSETS INCLUDE:

1. Building Integrated Media Strategy (TV | Print | Radio | Digital | OOH | Experiential)
2. Brainstorming with Internal & External Stakeholders to craft robust media led ideas
3. Detailing media feedback mechanisms through solutions like MMM, BLS, Pre/Post analysis in partnership with Measurement Agencies
4. Agency Thought Leadership through Media Landscapes, Custom Reports & building differential Partnerships
5. Project Management for Value-Added proposals beyond Media to drive Client's business

### EDUCATIONAL QUALIFICATIONS

Degree	School/College & University	Year
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

## WORK EXPERIENCE

### **Mindshare, GroupM India - Product & Strategy (6 Years)**

**June'16 – April'22**

**Served multiple positions at Mindshare from Manager, Director and currently as Senior Director within the Product & Media 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:**

1. Business Development to help secure new clients & business worth *\$10 Million in revenue*
  - a. Secured a Pilot Ecommerce project for Castrol India to handle their Price & Inventory Management on Ecommerce Portals.
  - b. Retained services for Castrol Global to scale up Service Advisor Advocacy Platform by building an online community with a focus on Content Strategy.
2. Media & Digital Strategy Lead for Clients with a combined spend of \$300 Million+ including:
  - a. Global Clients: Castrol, Facebook Inc., Sanofi, ForeverMark, Fox Star Studios & Kimberly Clark tasked at handling Media Strategy and Integrated Media solutions, including Offline & Digital Media Strategy
  - b. Local Clients include State Bank of India, Star Network, Bajaj, Godrej, Hotstar, Indian Super League, JSW
3. Project Manager on a Pilot program for Castrol Global to drive Advocacy out of their Turkey Market
  - a. Develop and strategize content creation & delivery for an online platform created for Service Advisors in Turkey
  - b. Generate insights based on reader responses on content pieces and leverage the best performing content for better efficiency

### **Youth Executive Board Member (YCO) - GroupM India**

**Sep'20–Till Date**

- a. Selected at a national level from across GroupM to be part of a team of 25 dynamic young individuals who shadow the CEO'S of various GroupM agencies with a clear goal of driving organizational change and innovation
- b. Currently undertaking a live project to 'Transform & Transition GroupM towards Consultancy

**Key Responsibilities:**

1. Undertook a Research project based on 'Understanding Second Screen Behavior'
  - Full-scale research which included extensive primary research
  - Analysis & understanding implications based on research finding
  - Presenting findings and solutions to key stakeholders in GroupM
2. Consumer research for an agency pitch on a retail-based app
  - On ground interviews conducted to understand the media touch points for the target audience

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**Layered Patisserie, Co-Founder****June'20 - Till Date**

A small-scale home-grown venture created in collaboration with my wife & Pastry Chef Shruti to serve a variety of desserts with a strong focus on Innovation, Quality & Ingredients. I contribute by being the chief tasting officer along with overseeing the Branding, packaging, Design & Customer Interactions.

**PERSONAL SKILLS & COMPETENCIES**

- Media Planning | Integrated Media Strategy | Consumer Journey | Market Prioritization | Data Insights | Ideas & Innovations
- TGI | Radian6 | Talkwalker | ComScore | PowerBI | GWI
- Technical proficiency in Microsoft Office, Adobe Photoshop & Final Cut Pro
- Fluent in English, Hindi & Marathi. Basic fluency in Arabic

**ACHIEVEMENTS**

- **Received a Double Promotion in a span of one year in 2021 (from Manager to Senior Director)**
- Interviewed for the prestigious 'Young Guns' of India at AdGully (Read Here: [Aniket Sawant Young Gun](#))
- Shortlisted in '**Excellence in Action**' category at GroupM Choreos 2019
- Selected from WPP Global to attend the highly coveted **WPP Stream** in 2018 at Jaipur, India
- Finalist at **Young Spikes** - (Industry Competition) India 2017
- Finalist at **SimCatalyst** (Premier Media competition at Symbiosis International University) judged by a panel of judges from MTV & MediaCom
- Secured **Black Belt** in Karate from Seibukan at the age of 13

## **VOLUNTARY ACTIVITIES**

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

Arranging & sorting invitations prior to the event, Receiving guests at the Al Qasr Hotel  
And Ushering at various theaters across the city during the festival.

### **Promoter - Seagram's India, Mumbai Sep'12**

Promotion of 100 Pipers at Sun & Sands hotel and Shisha Jazz café along with the Promotion  
of 'Tribute to Pink Floyd'- sponsored by Seagram's event at Hard Rock Café

### **Coordinator - Dance India Dance World Record event, Mumbai Mar'12**

Responsibilities included bringing in and organizing volunteers who had registered to  
participate in the event. Coordinate with management and the dance instructors in-order to  
maintain smooth functioning of the event and help the Guinness team in securing the right  
number, set according to their rule book

### **Debate Lead - Troika 2013, BMCC's Annual College Festival, Pune Jan'13**

**Nov'12-**

Organizer for the group discussion event, on ground promotion at various colleges throughout  
the city and I was also the presenter for the opening ceremony.