A person smiling for the camera

Description automatically generated with medium confidenceAniket Arvind Sawant

Media & Marketing Professional

-----------------------------------------

**Date of Birth**: 2nd September 1992

**Email**: [aniket.sawant02@gmail.com](mailto:aniket.sawant02@gmail.com)

**Phone**: (Dubai): 971547487939 / (India): +91-9665043079

**LinkedIn**: [in.linkedin.com/in/sawantaniket](http://in.linkedin.com/in/sawantaniket/)/

**Instagram**: @themediastuff

**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 (12th) | 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 - Till Date)**

**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*
   1. Secured a Pilot Ecommerce project for Castrol India to handle their Price & Inventory Management on Ecommerce Portals.
   2. 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:
   1. 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
   2. 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
4. Develop and strategize content creation & delivery for an online platform created for Service Advisors in Turkey
5. 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**

* + 1. 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
    2. Currently undertaking a live project to ‘Transform & Transition GroupM towards Consultancy

**Redfuse, GroupM India - Intern April’15 – June’15**

**Key Responsibilities:**

# 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

# 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

**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*](https://www.adgully.com/ad-land-s-young-guns-aniket-sawant-mindshare-india-80760.html)*)*
* 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 Internal 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 Nov’12- Jan’13**

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.