

Farhad Pestonji

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EXPERIENCE

Flaming Rocket Entertainment Pvt.Ltd. – Mumbai

Founder & CEO

Oct 2018 – Present

- Managed facebook, instagram, youtube, linkedin, twitter and podcast pages for content creators
- Crafted a fitness & wellness based event IP
- Created content strategy using data backed insights for over 30 YouTubers & Instagram influencers
- Provided end to end digital marketing strategy for brands
- Executed Influencer outreach campaigns for brands
- Successfully ran digital ad campaigns of over \$10,000 on Facebook, Instagram & Google ad platforms
- Ideated and created an AR filter for Instagram
- Produced short form digital content for social media platforms

ViU (OTT) – Mumbai

Senior Manager Content Analyst

Nov 2016 – Jun 2018

- Performed content evaluation analysis & purchased content from domestic and foreign markets
- Created an end to end content performance reporting dashboard for top management
- Executed content optimization strategies for maximum retention on the ViU OTT app & other web platforms for India
- Provided business intelligence reporting cross functionally to teams including, marketing, sales, mobile network partners & production studios
- Designed subscriber retention & re-engagement strategies based on user behaviour analysis
- Designed and executed tests to measure impact of new product features on the OTT platform

Only Much Louder (OML) – Mumbai

Business Analyst Manager

Mar 2016 – Oct 2016

- Provided content performance reports for India's top comedy YouTube channels, cross functionally across talent, sales & marketing
- Managed digital rights through YouTube CMS
- Created content playbooks for over 20 creators, optimized their YouTube channels & implemented best SEO practices
- Found upcoming talent & rising YouTube channels to onboard in the network using data backed insights

Culture Machine - Mumbai

Business Analyst

Dec 2013 – Feb 2016

- Provided data backed insights & recommendations to over 200 YouTube channels across fashion, fitness, comedy, lifestyle & entertainment
- Collaborated with product managers to build & test functionality for our inhouse tools called 'Intelligence Machine' & 'Video Machine'
- Built data reporting dashboards for measurement of YouTubers performance
- Created playbooks of best practices & trends report for YouTubers and brands

YoBoHo New Media - Mumbai/Vancouver

Channel Manager

Aug 2011 – Nov 2013

- Managed google ad campaigns with budgets of \$100,000 per month
- Optimized and managed over 50 YouTube channels across fitness, yoga, fashion and kids content(K6)
- Handled digital rights management via YouTube CMS

EDUCATION

G.N.Khalsa College – Mumbai

Mar 2010

Bachelor of Mass Media (Advertising) First Class

SKILLS

Tools: SQL, Facebook Ads Manager, YouTube CMS, Google Adwords, Google Tag Manager, Amplitude, Tableau, Redash

Languages: Fluent in English, Hindi, Marathi, Gujrati. Rudimentary Spanish

Certifications & Training: Data Science for dummies, Blockchain & Cryptocurrency basics Udemy, Introduction to Python