

KUNAL SINGH

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DATE OF BIRTH: SEPTEMBER 2, 1992

LOCATION: Delhi/ NCR



SUMMARY:

I am a digital marketer with 5 years of multi-faceted experience in media planning and brand marketing across industries. I possess excellent communication & presentation skills and have sound knowledge of digital media, creatives, strategy and activations. I am an out-of-the-box thinker, open to absorbing new experiences, willing to go the extra mile and welcome responsibility and accountability.

EXPERIENCE:

- **Digital Specialist, Brand Marketing & E-Commerce at Reebok India** (April 2020 – Present)
 - Designing and executing digital brand campaign (#ReebokLove, #WriteYourLegacy, #FindYourFury, #ZigKinetica AR Filter, #FreedomCart)
 - Media Optimization: Driving planning, buying and execution of all digital investment activities across key media vehicles.
 - Digital Commerce & Analytics – Setting KPIs for shop4reebok.com and ensuring adherence via performance marketing and ongoing optimization.
 - Influencer & Partner management: Evolving the digital-first promotion strategy for Reebok Classic, led by fashion specialists & key industry influencers for hype collaborations and drops.
 - Leading Content Calendar creation and communication on social media in conjunction with global cluster counterparts.
 - Agency Management – Served as SPOC for digital media and creative agencies providing direction and guidance.
- **Manager, Media Planning and Buying at Interactive Avenues** (December 2018 – April 2020)
 - Planning and optimizing digital media campaign spend for global and national clients including Reckitt Benckiser (HyHo), Carlsberg India, LEGO India, SBI Cards, 1mg, Orient Electric, Dish TV, d2h among others.
 - Worked across brands in the FMCG, Alco-Bev, consumer durables, BFSI, home automation, food & beverage industries.
 - Gained in-depth knowledge in media strategy, various digital mediums and advertising opportunities across them.
 - Ad-hoc project planning on Zomato, HERO Corp.
 - New Business Development on Abu Dhabi Tourism, Berger Paints, Chaayos among other brands.
- **Client Servicing/ Digital Media Planning at Havas Media Group** (May 2017 – November 2018)
 - Functioned as SPOC for all digital media led planning activities for Philips Lighting India, Philips Healthcare, LG India, Daawat Rice and Save the Children.
 - Managed multiple stakeholders- in-house, client and other agency partners to deliver business growth to the client.
 - Closely work with regional and global teams on strategy, planning and reporting for accounts.
 - Led planning for award-winning digital media campaigns for multiple clients.



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- **Digital Account Management at MSLGroup India** (July 2015 – March 2017)
 - Worked in the digital media domain with an extensive focus on strategic and integrated communication.
 - Worked on Digital Strategy, Account Handling and Management, Client Servicing and Interaction, Content Creation and Planning, Business Development, Reputation Management, Campaign Strategy & Execution and Analytics.
 - Worked on a range of clients including – Airtel, Uber, Marico, Swachh Bharat, Ministry of Steel, Times of India (Mission Admission & Organ Donation), Able-AG, Alibaba, Digital India, Omoco, Wynn Music App etc.

INTERNSHIPS:

- Interned with **MSLGroup India** in **Social Hive Division** from **May - July 2015**. (2 Months)
- Interned with **AON Hewitt** as an **International Administrator** from **June - August 2013**. (2 Months)

AWARDS AND HONOURS:

- Marketing Excellence in Healthcare and Hospital Sector – ET Now Stars of the Industry – Philips India - **#DontSleepOnIt** – December 2018
- Best Social Media Marketing Campaign - UBS Forums FOM Summit & Awards 2018 - FMCD Industry - LG Electronics - **#LGFrigeJeeto** – October 2018
- Gold - IAMAI - 8th IDA - Digital Integrated Campaign - Philips Lighting India - **#MeetHue** – March 2018
- Gold - DIGIXX 2018 - Multi-Channel Marketing - Philips Lighting India - **#MeetHue** – January 2018

EDUCATION:

DEGREE/CLASS	INSTITUTE/UNIVERSITY/BOARD	YEAR
Post Graduate Diploma in Advertising & Public Relations	Indian Institute of Mass Communication	2015
Bachelor's in Business Economics (B.B.E.)	S.G.N.D. Khalsa College, University of Delhi	2014
HSC – 12 th (CBSE)	Delhi Public School, R.K. Puram	2010
SSC – 10 th (CBSE)	Delhi Public School, R.K. Puram	2008

SKILLS AND TOOL KNOWLEDGE:

- **Skills:** Digital Media Planning & Buying, Digital Marketing, Creative and Media Strategy, 360° Marketing, Brand Management, Market Research, Consumer Behavior & Insights, Social Media Marketing, Media Research, SEM, SEO, SMO, Mobile, Display, Affiliate, E-mail, B2B and Programmatic Marketing.
- **Tools:** Google Analytics, Facebook Business Manager, Google Marketing Platform (Adwords, DV360), GWI, ComScore, Omniture, AppsFlyer, Singular, SimilarWeb, MOAT, Keyword & Reach Planners, LinkedIn Marketing Service, Amazon Marketing Service, MailChimp, Brandwatch, My Social Tools, Hootsuite etc.

CERTIFICATIONS:

- **Facebook Blueprint:** Facebook Certified Media Planning Professional
- **Google Ads Certification:** Display, Search, Video and Fundamentals

EXTRACURRICULAR ACTIVITIES AND ACHIEVEMENTS:

- Member of the Basketball team at School and College level
- Active Quizzing Enthusiast during college