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Location

Mumbai / Ahmedabad

TECHNICAL

Media (Syndicated Softwares-TAM, BARC, TGI, IRS; Other in-house Softwares; Statistical Softwares - SPSS, MINITAB) **Creative** (Adobe CC - Photoshop, Illustrator, InDesign, Premiere Pro), **Digital** (Website Designing, Web Marketing SEO/SEM/SMM), **Content** (Writing, Blogging, & Video Creation), **Brand Strategy & Analysis**

KEY PROJECTS

Media Planning & Buying of TV, Print, Radio, Outdoors, and Activations

Developed 'Sales Funnel' based on SPANCO model Travel & Outdoor Sports Industry

Celebrity management of Kareena Kapoor Khan, Bobby Deol, Munmun Datta, & Abhinanda Sarkar for specific product launch events

Graphic-designed & produced invitation kits for event launches

Digital media planning, buying, & campaign launches

Website designing

Scripts & content writing, all media

EXPERIENCE: MEDIA & MARKETING (20 YRS)

Out of 20yrs, worked for **12 years at top media agencies** on consumer strategy, media planning & buying. Stronger roots were laid by initial formative roles of research, analytics, consumer insights & digital. The roles, over years, became more pivotal across brand planning, strategy, & team building. Earned industry accolades during the professional journey. Was part of digital revolution in the country; saw the seeds grow & branches spread across nation post its baby years. Tasted waters of startup ecosystems in digital as well as outdoor sports; later **became a chance entrepreneur** herself. **About 7-8yrs of entrepreneurship & business decision making experience. Journeyed from brand-first to product-first arena to understand secrets of trade.** Passionate about work & life both.

Entrepreneurship (Aug15' - Now) Mumbai & Ahmedabad

1. Founder, My C-Level Executive Pvt. Ltd (Jul18' onwards)

Clients: Emcer (eSlab), Bengal Tiles, Laxmi Dugdhalaya & Cold Drinks

Founded a company "My C-Level Executive" to capitalize on organic growth of pocket projects; to tap small brands, entrepreneurs, & special assignments by established brands

Tried to build a holding group of companies of **My C-Level Executive** (consulting), **Prowess productions** (an event management company with 18+ yrs of existence), **RTS** (ground logistics), **The Media Athlete** (Non-Profit)

Celebrity management of Kareena Kapoor Khan for Emcer eSLAB launch in Dubai. Bobby Deol & Munmun Datta (Babitaaji) for Bengal Tiles in East

Website Designing and Managements

Branding & Graphic Designing, Video Creation, Script Writing

Conceptualized, designed, & implemented experiential marketing & event projects with in-house production capabilities

Launched own IP (Intellectual Property) "**Pattern The Summit**" for industry level initiatives. Designed to bring creativity & creative elements together beginning with architecture & design industry. The forum brought G40 (Genius40- Principal Architect CEOs) and Q15 (Unique15 Building Materials / Product Heads) face to face to have one-on-one discussions at a destination meet. 1st edition was held at Grand Hyatt, Goa in April 2019

Conceptualized & Designed (before Covid-19 hit affecting full blown implementation) "**Swasthya Festival Mind | Body | Soul**". A festival of health & fitness for the city of Ahmedabad rolling yearlong activations and a 4 days festival. Primary objective was to make health & fitness a mass movement helping citizens improve their active lifestyles & economic scores. Completed pre-plans and official approvals prior to covid-19

Video creation — Maruti, Bengal Tiles, Emcer

Agency level 'Clients framework' in digital planning

'Operations' guidelines to standardize digital analytics

Assisted rolling "Knowledgeturf", the strategy and research division of Connecturf

Dedicated work on digital media campaigns of Citibank Online

Founded a private limited company

Managed on-ground events with 360 production capabilities Emcer Dubai launch, Bengal Tiles annual conferences, CERA product launch Delhi

Created "Intellectual Properties"

Conducted trainings TGI, Media tools

Worked on pitches L'Oreal, Lavasa, Paras, Tata Hexa, Pattern The Summit, Swasthya Festival

Spearheaded annual strategies Emcer, Tata Salt, Omkar, Lodha, Axe, Closeup, EverYuth, SugarFree, Nutralite, Citibank

Launched campaigns of 'Axe Chocolate Man' & CloseUp 'Closer the Better', Lodha World One, Omkar 1973

Launch study of powdered soft drinks ('Rasna' PSDs) during summer 2003

Brand images study for consumer durables show room

Usership & Attitude (U&A) Study for Symphony Air Coolers and Water Heaters

Attitude and impact measurement of Ahmedabad riots on victims

Product Concept test for Rasna Milk Shake mix & Biofresh Herbal Water

Study of maintenance & service quality at customer interface point of 'Hutch'

Heading Regional Branches Mudra Ahmedabad (West excluding Mumbai), The Outdoor Journal Mumbai (West & South), My C-Level Executive (Mumbai, Ahmedabad)

Modernized a family business in retail food & beverages space (in existence since ~ 50 yrs)

2. National Head New Initiatives / The Outdoor Journal (Aug15'-Jan17'), Mumbai

Clients: Mercedes Benz, Fiesta Vacations, IOCL, Lavasa, Enfield Riders, Lightmen, Ireland Tourism, Tata Motors

Worked with India's first adventure media start-up as semi-entrepreneur to sow seeds of adventure & active sports economy in the country. Primary role was to build revenue channel for its magazine & digital platform through advertising sales and marketing partnerships

Additional responsibilities were to build Mumbai branch, first independent office outside HO, Delhi in India. Worked extensively to build initial sales pipeline and new clients. Feather in the cap was to bring Mercedes Benz, a luxury category client on board when company was yet to convert clients from direct categories

Categories tapped for revenue: Domestic & International Tourism Boards, Airlines, Automobiles, Travel & Tours, Sports & Adventure, Health & Fitness, Health Food, Luxury, Corporate, Banking & Insurance, Lifestyle. Prospected about 120 niche clients across India

Developed regional (south-west) "**Sales Funnel**" based on "SPANCO" model

Media Strategy, Planning, Buying – ATL, BTL, Digital Media (2003 to 2015)

3. Dy. General Manager / Madison Media (Feb10'-May15'), Mumbai

Clients: Tata Salt, Omkar Builders, Prince Pipes, IOCL, Joymee, Kopiko, Choki Choki, Lodha, The Leela, VVF, H&R Johnson, CEAT Tyres, HBO, Cartoon Network, Pogo, Tata AIG, Bluestar, Wockardt Hospitals, IDFC, Sriram Finance, Airtel Maharashtra Circle

Performed the role of business head for planners & buyers on brand accounts

Headed agency's client businesses and servicing. Worked on Media pitches for new business development & revenue growth (including that of L'oreal)

Conducted numerous in-house trainings on Kantar Media's TGI modules, on Tv-Print-Radio syndicated & in-house media softwares, & on planning tools

4. Business Director & Branch Head / DDB Mudra (Oct08'-Dec09'), Ahmedabad

Clients: Entrepreneurs, Electrotherm (Yo Bikes), Paras Pharmaceuticals (then India's 5th largest advertiser), Nilon's Pickles, Ratan Ayurvedic (amongst some of India's top FMCG print spenders), CERA Sanitaryware, Halonix CFL lamps

Worked predominantly integrating "Media Planning" with "Creative" and "Client Servicing" duties in order to propagate Mudra as a complete brand solution provider

AWARDS / RECOGNITIONS

- Citibank Client Recognition: Beautiful Mind Award 2004'
- Got Promoted in 1st Appraisal Itself in Starcom
- Unilever Client Recognition: One of Industry Firsts, Radio 2008'
- Silver Emvie, Best Use of Online Media 09' for Axe Chocolate Man
- Goafest Shortlist, Best Use of Branded Content 2015'
- Golden Milkes Shortlist, Best Use of Radio 2015'
- Iconic Woman in Mountaineering & Adventure, Women Economic Forum 2016'
- Woman of Excellence, Quality Marks Awards 2016' (Part of Central Government's Beti Bachao Initiative)
- Lead Speaker, Women Economic Forum, 16'

SPORTS & ADVENTURES

Climbed 4 of 7 Summits (Mt. Aconcagua, Highest Mountain of South America in Argentina Andes, Mt. Denali Highest of North America in Alaska, Mt. Kilimanjaro Highest of Africa in Tanzania, Mt. Elbrus Highest of Europe in Russia). Climbed Mt. Meru in Tanzania, Mt. DKD2 in Garhwal Himalayas. Trekked Everest Base Camp Nepal Himalayas. Trekked extensively in Sahyadries, Western Ghats.

Silver & Bronze Medalist at Indian National Masters Swimming Championships, SFI (2019, 2018, 2016, 2013). Participated in FINA World Masters Swimming Championships (Russia 2015, Budapest 2017). Completed 5-10 kms Endurance Sea Swimmathons (Goa, Malvan, Ratnagiri).

Certification in 'Basic' and 'Advanced' Mountaineering from India's ace Nehru Institute of Mountaineering (NIM), Uttarkashi.

Worked extensively on identifying and pitching prospective clients in and around Gujarat

Tailored Media Planning role more as 'Product builder' rather than 'Brand builder' to suit demands of the entrepreneur driven market. Suggested plans of identifying & targeting niche consumers difficult to capture

5. Business Manager / Business Group Head – Media Planning
Mindshare Fulcrum – Group M (Sept07'- Oct08'), Mumbai

Client: Hindustan Unilever Limited (HUL) – Pepsodent, Closeup, Axe, Rexona
Spearheaded the agency team of Oral & Deo categories

Annual media strategy for Axe (Deodorants). Annual budget allocation strategy 09' for Oral & Deo categories. Annual media plans for all 4 brands of Oral & Deo. Managed product launch campaigns of 'Axe Chocolate Man' & CloseUp 'Closer the Better'

Budget projection strategy for Rexona (failure brand having a task of developing category in India) for re-launch in 2010

Handled functions of corporate level reports at agency (about media performance updates) to Unilever regional (AsiaPac) team

Worked in core team of ICP (Integrated Channel Planning) on optimizing resource allocations to HUL's all monthly / launch campaigns

6. Account Executive / Senior account executive – Media Planning
Starcom Mediavest, Publicis Group (Dec05'-Sept07'), Mumbai

Clients: Cadila Healthcare Ltd (Sugarfree, Everyuth, Nutralite), JK Ansell (Kamasutra Condoms), Tata Motors (Fiat Palio Stile)

Did everything a media planner does – taking client briefs, adopting best data mining techniques and administering them (top programmes, channel shares, affinity indices, analysis, interpretations etc), annual deals & media buying, making TV, Print, Radio, Internet, Outdoor, Cinema, Ambient and relevant 360 media plans, campaign monitoring, post evaluations, deal evaluations, category media overview & analysis, competitive reviews, payment follow ups with client etc

Strategy & buying heavy annual plan strategies & recommendations

Got promoted in very first appraisal

7. Consultant / Assistant Manager – Research, Strategy & Planning
Mediaturf Worldwide (Apr04'-Oct05'), Chennai

Worked for India's first **digital** marketing agency, Mediaturf, that sow seeds of digital revolution in the country

National Cadet Corps NCC Senior Division 'C' Certification with Top Rank in Gujarat. Student's Pilot License (SPL) from Gliding Club Ahmedabad. Three Solo Flights with Dual Instructions Flying "Rohini". Fitness & Sports Enthusiast (Swimming, Running, Cycling, Trekking, Mountaineering)

Voracious Reader (of Non-Fictions). Read "Bhagvad Gita As Is"

EDUCATION & BIRTH

Gujarat Board Student – for Primary & Secondary School Education

Masters of Business Administration (M.B.A) / 2001-2003 SLIMS, Gujarat University, Ahmedabad

BSc. (Physics, Mathematics) / 1996-1999 St. Xavier's College, Ahmedabad

Birth / 6th August 1979 Ahmedabad, Gujarat

Worked for Citibank Online (then India's first & biggest internet marketing client). Spearheaded its dedicated media functions for all online campaigns

Account Planning: Client servicing, yearly deals (first of its kind in India for online medium), creative concept analysis, monthly planning & buying, campaign analysis, monitoring

Media Planning: Product prioritization for optimal inventory allocations | Estimating NRI audience for each media vehicle | Fixing up benchmark from past performance to predict targets | Impressions, clicks, ctrs, leads, itls, conversions | Inventory allocations | Plan optimization: targets vs. a. vs. budgets | Presentation & client approval | Scheduling & communicating with media

Analysis & campaign monitoring: Weekly update on campaign- 'Impressions Tracker' and 'Leads Tracker' | Special analysis: averages, variations, trend, outliers / aberrations, new learnings

Strategy: A proposal for pan client planning in organization | a proposal for 'operations' guidelines to standardize analytics | assigned to spearhead "Knowledgeturf", the strategy and research division of Connecturf during its transition phase

8. Research Analyst – Marketing, P&M Research Ltd (Feb03'-Feb04'), Ahmedabad

Clients: Rasna, Mudra Communications, Mallika Sarabhai's Darpana Academy, Natraj DFM, Symphony Consumer Durables, Hutch, Paras Pharma

Worked for tailored market research agency. Hands-on experience on making questionnaire from objectives & purpose of study, briefing field staff, managing raw data collection & code books, data analysis & statistics - regression, hypothesis testing, correspondence analysis, crosstabs, report writing & presentations. softwares used – SPSS, MINITAB

Types of research conducted: usership & attitude studies, sample surveys, depth interviews, focus group discussions, product trial studies, taste tests, mystery shopping studies, desk research / content analysis, central location test