PRASHANT KIRPALANI

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SUMMARY

I am a marketing professional with 8+ years experience in digital marketing, brand strategy, and account management. I have worked with brands and businesses across the Middle East, India and Africa, as their key point of contact in the agency helping them meet their business objectives through content, performance, creative, tech and more. I'm seeking an agency role where I can leverage my diverse experience, penchant for innovation and hands-on approach to provide solutions that drive results for brands across brand experience, consumer engagement, and storytelling.

TECHNICAL SKILLS: Marketing Strategy, Brand Strategy, Client Relations, Account Management, Social Media Marketing, Content Marketing, Listening and ORM

EXPERIENCE

DViO Digital   Pune, India
Lead Client Partner & Associate Strategist   *Jan 2020 - Apr 2023*

- Led and mentored a team of 5 members working on brands like MAHE Dubai, Fast Company Middle East, Jumbo Electronics, Redington Gulf, Flipkart Health+, Toys"R"Us, PhonePe, and more.
- Served as the key point of contact for clients managing briefs, handling escalations and upscaling accounts as well as new business generation.
- Coordinated cross-functional internal teams to ensure execution, delivery and reporting against KPIs.
- Developed and implemented marketing campaigns across channels including social, performance, influencers, and more.
- Lead on the Flipkart Health+ Republic Day #AHealthyIndia AI campaign, which won Gold, AI Led Marketing, at Agency Reporter's Front Benchers 2023- Digital Marketing Excellence Awards, and the Best Technology-led Marketing Campaign at Inkspell Masters of Modern Marketing Awards 2023.

WILD FUSION   Lagos, Nigeria
Assistant Director - Social Media & Innovation   *Sep 2015 - Sep 2019*

- Managed the social media and innovation teams, responsible for team performance and growth of 3-5 team members
- Developed integrated advertising campaigns and brand experiences for businesses like Unilever Nigeria (Knorr, Lipton), Olam Nigeria, Guinness Nigeria (Guinness, Smirnoff, Gordon's), Vodacom and more.
- As account director for Guinness Nigeria and Unilever Nigeria, supervised account management, prepared long-term and short-term strategies to meet account objectives with cost parameters, budgets, and potential ROI.
- Established Wild Fusion's online reputation management and listening unit.
- Participated in a pan-African workshop hosted by Unilever South Africa, to formulate Knorr's rebranding and digital execution with the global leadership team and agency partners.
- Taught social media marketing and analytics to 100+ marketing and communication professionals at Wild Fusion Digital Center.
- Successfully launched Guinness Gold in 2019, reaching 100 million+ Nigerians, through a mix of marketing channels.
- Digital lead on Lipton's #ThinkLessDoMore Ramadan campaign which won Silver in Experiential Marketing at ADVAN Awards, 2016.
- Led influencer marketing campaigns for Guinness, FreshYo and Lipton working with MI, Emmanuella, the Yellow of Lagos and more.

PRAGMITES INTERNET CONSULTING   Pune, India
Digital Community Marketer   *Apr 2014 - Jun 2015*

- Developed social media strategies for local and international SMEs like Shamuns Flowers, VIP Bottles UK and Fishvish.
- Managed advertising campaigns on Facebook and Google Adwords.
- Developed and managed LPs using Wordpress.
- Developed training content on SEO, social media and ecommerce.

EDUCATION

IIMBx + edX
MicroMasters, Business Management   *2020*
DMI, Ireland
Professional Diploma in Digital Marketing   *2015*
MIT, Pune
BE, Computer Engineering   *2013*

CERTIFICATIONS: Hubspot Inbound and Social Media Marketing, Career Essentials in Generative AI by Microsoft and LinkedIn, Google Ads Search, Display, Measurement and AI Powered Ads, Google Analytics GA4
LANGUAGES: English, Hindi, basic French
INTERESTS: Music, Reading, Sports, Fantasy Football, Technology, CrossFit