

Rohan Fernandes

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Key Skills & Responsibilities:

- **Digital & Social Media Expertise:** Leveraging digital and social media platform expertise to devise campaign strategies and marketing solutions in accordance with the brand's objectives
- **Relationship management:** Positive track record of liaising with clients, internal teams, seniors and subordinates, media agencies, mainline agencies and other suppliers.
- **Operational excellence:** Regular interfacing with the stakeholders to ensure smooth running of business. Managing day-to-day operations, interacting with client representatives.
- **Competitor Analysis & New Media Trends:** Tracking and maintaining a regular record of brand and competition activities to provide marketing solutions with a competitive edge. Keeping abreast with emerging digital trends & digital media platforms.
- **New Businesses:** Active participant in pitches to acquire new businesses for the agency by contributing to strategy, creative thinking and end-to-end execution.
- **Effective cost management and profit generation:** Managing billings, making projections on existing accounts with the business head and coming up with ideas with a view to increase revenue from existing businesses, and cost effectiveness for the marketing campaign.

Work Experience:

1. Flying Cursor Interactive

Period from: February 2017 till April 2017

Designation: Senior Account Director – Client Services

Businesses managed: Lava, Axis Mutual Funds, Epigamia

Account: Lava International

Brand: Lava Mobiles

Category: Consumer Electronics; Mobile Phones

- As the business and strategic lead on the brand, my responsibilities include formulating strategic roadmaps for the brand, overseeing all operations and day-to-day tasks amongst other things.
- With Lava making its foray into premium smartphones with their Z series range of smartphones, we conceptualized the #IShootArt campaign which was recognized & appreciated as the campaign highlight amongst all communication touchpoints.

Account: Axis Asset Management Company

Brand: Axis Mutual Funds

Category: Finance; Mutual Funds

- Spearheading the business & strategic relationship with the brand stakeholders for their digital requirements. Played a key role in crafting their Women's day campaign celebrating womanhood, #ItsYourTime.

Account: Drumsfood

Brand: Epigamia

Category: FMCG; Consumer Foods

- Formulated the brand's communication strategy and roadmap along with the planning team which will define its trajectory on digital for the next two years.
- Instrumental in identifying and implementing the content strategy which also involved

collaborations and partnerships with industry influencers to drive sampling.

2. Indigo Consulting Pvt. Ltd – A Leo Burnett Company

Period from: September 2015 till January 2017

Designation: Associate Account Director – Client Services

Businesses managed: Star Sports, HSBC, Bridgestone, New Businesses (Pitches)

Account: Star India Pvt. Ltd

Brand: Star Sports

Category: Media; Broadcasting

- Played an instrumental role in formulating the digital communication strategy for launching two new HD sports channels, which eventually won the social media & digital duties of the brand for the agency.
- Spearheaded the business by first implementing the communication plan announcing the launch of the two new HD only channels whilst also charting out the post-launch and sustenance roadmap for the brand on digital.
- Worked on a prototype poised to be India's first sports loyalty program for the brand expected to launch in 2017.

Account: HSBC

Brand: HSBC (Middle East & North Africa)

Category: Banking & Finance; BFSI

- Served as the single point of contact for the marketing team of the brand across the Middle East and North Africa regions.
- In twelve months, successfully re-energized a dormant relationship with the brand to make it one of the most profitable business relationship for the agency recording a growth of one hundred percent. Achieved this by replacing rigid & outdated processes, through regular conversations with the clients and improving the delivery time of the projects.

Account: Bridgestone

Brand: Bridgestone India Pvt. Ltd.

Category: Automotive

- Led the efforts to create an identity for the brand on social media platforms like Facebook, Twitter, LinkedIn and YouTube. Implemented a robust online response management program for the brand on digital platforms.
- Ensured smooth and successful amplification of global campaigns on digital for India by liaising with global agency partners and global client representatives.

2. Grey Digital; Grey Worldwide Pvt. Ltd

Period from: June 2013 till August 2015

Designation: Account Supervisor – Client Services

Businesses managed: Cadbury Silk, ICICI Bank, Quikr

3. Digitas India

Period from: June 2012 till May 2013

Designation: Associate Manager – Client Services

Businesses managed: Axis Bank, Procter & Gamble

4. Cogmat Pvt. Ltd

Period from: Sept 2011 – May 2012

Designation: Sr. Account Executive promoted to Assistant Manager wef Jan 2013

Businesses managed: Edelweiss, Mufti Jeans, Welingkar Institute of Management Studies,

Oberoi Hotels (Gurgaon)

5. Webchutney Pvt. Ltd

Period from: July 2011 – August 2011

Designation: Internship

Businesses managed: Suzlon, Suzlon PALS, VIP, Marico

Academic Qualification:

- Bachelor's degree in Information Technology from St. Xavier's College, Mumbai.
- HSC (Science) from St. Xavier's college, Mumbai
- SSC from St. Francis D'Assisi High School, Mumbai

Personal Details:

- Date Of Birth: **19th October 1989**
- Gender: **Male**
- Marital Status: **Single**
- Languages: **English, Hindi, Marathi**
- Nationality: **Indian**
- References: **Available on request**