

PROFESSIONAL PROFILE

An audience- first marketing and communications professional with 10+ years of multi-geography experience in strategizing and managing end to end marketing campaigns within time and budget, optimizing customer experiences and ideating partnerships and collaborations. I am an avid sports fan and an engaged team leader with experience in working with cross functional and diverse teams. I have a strong track record in multi-tasking and simplifying complexity; my interests are in multiculturalism and stakeholder engagement and to tell stories that are beyond the lens.

CAREER TIMELINE

2010 - 2015

- Executed marketing and sport sponsorship projects during London Olympics and Commonwealth games Glasgow for Samsung Electronics
- Successfully ran multichannel marketing strategy to elevate brand awareness, deliver P&L growth and improving overall market share for a renowned tech brand
- Planned and ran content and social media marketing campaigns touching upon work in community engagement across India and South-east Asia

2015-2017

- Undertook full-time production coursework to upskill and advance my knowledge in content production
- Worked independently on content and fan engagement projects as a Freelance Producer
- Worked for LG Electronics in a part-time capacity in Retail Marketing and Training

2017-Present

- Worked with the North Melbourne Football club and the Victorian Government on various communication and stakeholder engagement initiatives
- Continued freelance work in content production along with upskilling myself in User Experience and User Interface
- Passionate about working in the sports business with a focus on strategic audience engagement and growth through the use of digital media and content initiatives

KEY TRANSFERABLE SKILLS

Digital Marketing and Social Media Management:

Proven experience in managing the digital platform and social media channels to increase brand awareness.

Content Production and Management:

A competent video producer skilled in creating and delivering engaging content for audience engagement

Stakeholder Management:

Natural networker who thrives on building and fostering strong stakeholder relationships (internal and external)

Campaign Management:

Experienced in planning and managing marketing campaigns to budget and time while proactively anticipating and managing risks

Analysis and Insights:

Skilled in providing analytical insights and developing a roadmap for improving existing operations and revaluation for project success

WORK EXPERIENCE

Manager, Marketing and Communications, North Melbourne Football Club (November 2021– April 2022) Melbourne, Australia

- Planned and oversaw all components of the content and communication strategy for **The Huddle**, the community arm of the North Melbourne Football Club
- Designed the marketing and communication plan along with clear user experience and customer journeys aligned to the overall 2022-2024 Huddle strategy
- Managed the Huddle's media opportunities including AFL and NBL player appearances and partner with media organisations including multicultural media to create positive social impact and brand awareness
- Drove the marketing campaign for GOAL! a basketball themed STEM curriculum in partnership with the National Basketball league (NBL) to strengthen engagement across educators and sports clubs across Australia; **currently close to 150 educators and 80 schools registered to access lesson plan for school Term 2, 2022**

Communication Advisor, Victorian Government (December 2020 – October 2021)

Melbourne, Australia

- Researched and supported the delivery of communication initiatives for the CALD (Culturally and Linguistically Diverse) communities in Victoria as a response to the COVID-19 pandemic.
- Liaised with stakeholders within other Victorian Government departments, non-governmental organisation and community organisations for communication and content initiatives that focussed on improving accessibility of critical information available to the Victorian community

Freelance Content Producer (June 2017 – Present)

Melbourne, Australia

- Recent Projects as Production Coordinator with ABC Kids series (Turn up the Volume) and for Channel 7 with Gravity Media for various projects
- Undertook various short-term freelance projects in multi-cultural marketing and content curation highlighting multicultural achievements across Australia in Sports, Community engagement and Arts with the Red Elephant group and Cultural pulse.
Projects - Study Gold Coast for Qld Government, Elevate Basketball for Sudanese Community in Melbourne, Channel 7 and Gravity Media
- Producer on Tasty, short film, 2017 *Winner- Australian Director Guild Award*
- Co-Producer on various other short films and documentaries- Milquetoast (2018), Pandora's box (2019)

Principle Consultant, NBN Australia (July 2018 – March 2020)

Melbourne, Australia

- Managed a team of 13 people for NBN Australia, driving client engagement, providing analytical insights, and developing a roadmap to improve existing processes.
- Managed NBN's knowledge management system to optimize and scale customer support which led to overall decrease of customer support costs by ~30% and increased brand goodwill
- Conducted close to 25 onboarding workshops and product trainings for internal stakeholders and created a database for best practices, and onboarding guides

Marketing Manager, Samsung Electronics Co. Ltd. (March 2010–December 2015)

Seoul, South Korea / New Delhi, India / New York City, USA

- **Product Marketing:** Planned and managed budgets exceeding **\$10M+USD** and implemented marketing and communications programs during flagship launches of Samsung Galaxy S series and Samsung Note series of phones across Asia
- **Digital Media:** Conceptualised digital marketing calendar and created promotional digital content that engaged a diverse range of audience groups
- **Sport Sponsorships:** Worked across cross-functional teams to execute the 2012 London Olympics and 2014 Glasgow Commonwealth Games sponsorship and media campaigns for audience engagement; **close to 20000 fans engaged across both the events**
- **Marketing Campaigns:** Programmed and managed integrated marketing campaigns for Samsung Smart Class, a CSR Initiative from Samsung for taking digital education to developing countries; **at present about 400 schools across India have been transformed through the program**

EDUCATION

Tertiary education in Creative Producing and Business Management with continued interest in Digital Media and Content Production.

UX/UI Boot Camp (2022-2023) Expected

Monash University

Master of Producing (MFA) (2016 - 2017)

Victorian College of the Arts, University of Melbourne

Master of Business Administration (MBA) (2008 - 2010)

MIT Sloan School of Management, USA

Bachelor of Business Administration (Hons.) (2005 - 2008)

Loyola College, Chennai, India

General Management

REFERENCES

Available on request