



# KEITH BRAGANZA

MARKETING



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keithbraganza3011

## PROFILE

6+ years of experience with digital/advertising agencies, majorly in Account Management - Digital

## EDUCATION

M.A(Entertainment, Media & Advertising)  
K. C. College of Management Studies  
Mumbai

## ABOUT ME

Primary skills include Client Management, Team Management, Conceptualization & Ideation, Knowledge of Digital Platforms, Social Media Tools and Trends, Social Monitoring Platforms (Crowdtangle and Sprinklr), Reporting & Analysis, MS Office (Excel and PowerPoint)

Developed data-driven content strategies & tracked performance to scale up digital presence of brands like India's top TV Broadcaster - Star Sports India, IPL Team - Punjab Kings, Customer Marketing for Star Network, India's biggest Kabaddi League - ProKabaddi, India's leading mutual funds company - Indiabulls AMC, Jaypee Hotels, Emami Cement, Aditya Birla group Fashion Brand - Peter England & More

## WORK EXPERIENCE



October '18 - Present (4 years 4 months)

### ASSOCIATE MANAGER - ACCOUNT MANAGEMENT

- Led and managed a team of 3 Account resources
- Helped maintain and grow existing business relationships
- Understanding core aspects of client's business & managing day-to-day coordination with the client
- Ensuring timely co-ordination with internal teams to execute tasks as per the client's brief
- Created Weekly, Monthly, Annual & Campaign Reports for the pages
- Worked on KPI & Content Strategy Decks
- Creative Brief Pitch & Strategy decks - Conceptualization & Execution of ideas
- Created 360 content strategies for Facebook, Twitter, Instagram and YouTube for Star Sports India, Star Sports Football, ProKabaddi League, Punjab Kings & Star Customer Marketing

**End-to-end content solutions for Star Sports India & driving Growth in Digital Presence with over 2.5B Video Views, 10B Impressions, 14M Engagements & 11M Followers/Subscribers**

- **Cricket World Cup 2019 on Star Sports India-** With Maukaman becoming an absolute success, Star introduced Vicky, his Indian counterpart, and we leveraged this with digital exclusive content featuring featuring him in Fan Rituals, Fan reactions, Vicky vs Other Team fans and more

22.6Mn+ Total Engagements & 78Mn+ Total Video Views

[Click for CWC '19 Case Study](#)

- **Election Se Selection on Star Sports India** to build hype for the IPL Auction - An exclusive platform for fans to predict which team will buy their favourite players

Core member of the team that conceptualised, planned, executed, promoted & tracked ESS 3.0, 4.0 & 5.0

ESS 3.0 Microsite: 5.4M+ Total Votes (New gameplay - Multiple votes)

ESS 4.0 Microsite: 13.6M+ Total Votes (New gameplay - Swipe right + Legendary Selection Mode)

ESS 5.0 Microsite + WhatsApp: 13.5M+ Total Votes (Explored a New Platform)

- **IPL 2021 Campaign India Ka Apna Mantra on Star Sports India-** Promo Launch campaign #AaMantran, #SabKuchRoKo to promote MlvRCB

Account lead on the campaign that garnered 26M Engagements across FB, IG & TW

Won Gold at NaME Awards 2022 - Best Cross-Platform Campaign - B2C for IPL 2021

[Click for IPL 2021 Case Study](#)

- **T20 World Cup 2021 on Star Sports India** #LiveTheGame campaign to promote the tournament & Mauka campaign for INDvPAK

Account lead on the campaign driving 329M Total Reach/Impressions, 24.7M Total Engagements & 233M Total Video Views

Reality Blurring Digital AR & Filter Innovations

India's first skin pigmentation AR filter (Snapchat), India's first Sing Along Filter for the Anthem (Snapchat), Super Over AR Game (Instagram)

180K+ Total Impressions

Bhuvan Bam Takes Over Twitter!

Star Sports' first-ever Twitter LIVE Ft. Bhuvan Bam generated 364K views

Mauka Takes Over The Internet With Digital Exclusives!

Conceptualised, shot & created digital exclusive video content leveraging the popularity of Maukaman

As part of the build up to highly anticipated INDvPAK clash, the content on Star Sports India pages generated 7.1 Mn+ video views

INDvPAK was the highest rated Cricket Match on Star Sports in BARC history

Won Gold at 2021 Mobexx Summit Awards - Excellence in Augmented Reality/Virtual Reality Campaign for ICC T20 WC 2021 - Bleed Blue Filter, Anthem Sing Along & Super Over AR Game

Won Silver at 2021 Mobexx Summit Awards - Excellence In Cross-screen Campaign for ICC T20 WC 2021 - INDvPAK Mauka

[Click for T20 WC 2021 AR Filter Case Study](#)

[Click for T20 WC 2021 TW LIVE Case Study](#)

- **ProKabaddi 2021 on Star Sports India** #BhidegaTohBadhega popularised Kabaddi outside the PKL universe by creating a Hook Step challenge with Dhoni and Influencers reaching out to a younger audience. Also, creating engaging filters on Snapchat & Instagram fulfilling the same objective

7.5M Total Engagements & 198M Total Video Views across Facebook, Twitter, YouTube, Instagram, Josh, Sharechat & Moj

Won Gold at NaME Awards 2022 - Best Social Media Campaign - Engagement - B2C for ProKabaddi MS Dhoni Hook Step

Won Gold at NaME Awards 2022 - Best Digital Marketing Campaign - Creativity - B2C for the ProKabaddi AR Game

[Click for PKL 2021 - MSD Hook Step Case Study](#)

[Click for PKL 2021 Snapchat Filter Case Study](#)

- **IPL 2019 Season for Punjab Kings** #SaddaPunjab in-season campaign & #SaddaSquad Auction Campaign

24M Engagements during the Season across Facebook, Instagram & Twitter

Launched a new camapaign for the Auction and coined #SaddaSquad which was then adapted to the name of the Fan Army

Launched the #SaddaPunjab campaign for the in-season phase, hyperlocalising content to build affinity with the Punjabi audience. The team has continued to use the same campaign hashtag as well as content/strategy till date

- **Tennis - Wimbledon & Roland Garros 2021**

Celebrated the tennis season with 400K engagements for Roland Garros (23 x the US Open 2020 engagement). The grass was also greener on Star Sports India's side as 'Greatness Resumed' at Wimbledon with 25K engagements (2.7 times the Wimbledon '19 engagement)

Joining forces with influencers such as Rahul Subramanian, Naveen Richards and more for Rolland Garros & Neha Dhupia and Angad Bedi for Wimbledon

- **Premier League 2022 on Star Sports Football**

Viewership boost - Star Sports Network registers twice the reach from the previous season for the opening 2 weeks

### Individual Achievements:

- Promoted to Senior Associate - Account Management ( Dec 2019)
- MVP Award Feb 2020
- Promoted to Associate Manager - Account Management ( Dec 2021)
- MVP Award Apr-May-Jun 2021





September ‘17 - June ‘17 (10 months)

BRAND STRATEGIST

- Content idea and execution from 0 to 100% to make sure campaign goals are met
- Providing research analysis to optimize client's audience and campaign
- Managing social media presences for clients, including annual content strategies for brands like Societe General Rugby, Emami Cement, Indiabulls Asset Management and Jaypee Hotels
- Worked on creative pitches for brands like The Club, Gromor, Nova Eyewear, Asian Paints, Bikaji, CoValue, Suryaa Hotels, KBD Juniors



February ‘17 - May ‘17 (3 months)

COPYWRITER - INTERN

- Amul milk/ice-cream/paneer - print ads and concept boards
- Nerolac - Corporate AV and radio spot
- Shapoorji Pallonji - Assurance letter
- ICICI - Home Loan process booklet
- Zee Studio & Nerolac Pitch for new creative briefs
- Tata Motors - Hexa digital activation ideas, coverage write up, Health+ radio spot



March ‘16 - Januray ‘17 (10 months)

DIGITAL MEDIA EXECUTIVE

- Managed Instagram, Facebook, Twitter and Youtube pages for Peter England
- Weekly content planning & creation
- Co-ordination with the Client, Graphic Designers, Video Team & Media Planning team
- Overlooked monthly product photoshoots, including sourcing products & co-ordination with talent, stylists, studio manager & Photographer
- Weekly, Monthly & Campaign reports
- Directed and executed the **#LiveManyLives** & **#BeEverythingYouLove** Campaigns for Peter England

APPENDIX



Campaigns



CWC 2019 - May 2019 | #CricketKaCrown, Matchday Rituals, Fan Guide  
PKL 2019 Season - July 2019 | #IsseToughKuchNahi, #5ClapChallenge  
INDvSA 2019 - September 2019 | Balla Bolega Ya Ball?  
INDvBAN 2019 Season - November 2019 | #HaarnaManaHai  
INDvWI 2019 - December 2019 | #BrosBecomeFoes, #UnfriendshipDay  
IPL 2020 Auction - December 2019 | #ElectionSeSelection 3.0  
U19 WC 2020 - January 2020 | #GreatnessBeginsHere  
INDvSL 2020 - January 2020 | #NayaSaalBemisaal  
INDvAUS 2020 - January 2020 | #BattleOfEquals, #KandidKonversation  
INDvNZ 2020 - January 2020 | #TheGreatKiwiChallenge  
ICC Women's T20 WC 2020 - February 2020 | #TakeOnTheWorld  
INDvSA - March 2020 | #JeetKaRang  
IPL 2020 Season - March 2020 | #AbKhelBolega, Rohit - This Season Go Even, Kohli - Tera Kya Hoga Kohlia, Dhoni - Khel Payega?  
IPL 2020 Season - September 2020 | #EkSaathWaaliBaat  
IPL 2021 Auction - February 2021 | #ElectionSeSelection 4.0  
INDvENG 2021 - Feb 2021 | #IndiaTaiyaarHai, #CricketRaas (Gujarat-specific)  
IPL 2021 Season - April 2021 | #IndiaKaApnaMantra, #AaMANTRAn, #SabKuchRoKo  
WTC 2021 Final - June 2021  
IPL 2021 Season Returns - September 2021 | #PictureAbhiBaaki Hai  
T20 WC 2021 - October 2021 | #LiveTheGame, #MaukaMauka (INDvPAK)  
INDvNZ 2021 - November 2021 | #HisaabBarabar, #BelieveInBlue  
INDvSA 2021-22 - December 2021 | #FirstKaThirst  
PKL 2021 Season - #LePanga  
U19 WC 2022 - January 2022 | #FutureStars  
IPL 2022 Auction - February 2022 | #ElectionSeSelection 5.0  
INDvWI 2022 - February 2022 | #NayaCaptainRohit  
INDvSL 2022 - February 2022 | #Mission2022  
IPL 2022 Season - March 2022 | #YehAbNormalHai  
INDvSA 2022 - June 2022 | #ChaseTheRecord  
PKL 2022 Auction - August 2022 | #SuperFan Contest  
Asia Cup 2022 - August 2022 | #GreatestRivalry (INDvPAK)  
INDvAUS 2022 - September 2022 | World No. 1 vs World Champions  
INDvSA 2022 - September 2022 | World No. 1 vs Undefeated  
T20 WC 2022 - October 2022 | #ReadyForT20WC, #GreatestRivalry (INDvPAK)  
PKL 2022 Season - October 2022 | #BhidegaTohBadhega  
IPL 2022 Auction - December 2022 | ESS 6.0



Bundesliga 2019 Season - August 2019  
PL 2019 Season - August 2019  
ISL 2019 Season - October 2019 | Yeh Hai #TrueLove  
Bundesliga 2019 Season - September 2020  
ISL 2020 Season - November 2020 | Let's Football  
PL 2021 Season - #SundayNightFootball  
PL 2022 Season - #PassionUnlimited



PKL 2019 Season - July 2019 | #IsseToughKuchNahi, #5ClapChallenge



Star Customer Marketing 2018-2019  
Cricket (World Cup, India Bilateral series), Kabaddi (PKL), Badminton (PBL), Football (ISL, PL), Star reimaged



IPL 2019 Auction - December 2018 | #SaddaSquad  
IPL 2019 Season - March 2019 | #SaddaPunjab