



**Rohit Talwar**

## **EDUCATION**

**PhD, Social Sciences (2014 - 2017)**

**University of Birmingham, UK**

My research focused on the use of experiential art installations in public spaces by brands, and their consumption in relation to consumer and business 'value'. I secured a full scholarship to fund my fieldwork at art festivals; thesis defended successfully in three years. Worked on research projects alongside focusing on 'modern slavery' globally, marketing of film, and representation of LGBTQI consumers in advertising.

**MSc International Management - First Class (2010 - 2011)**

**King's College London, UK**

My fully-funded degree introduced me to the essentials of business management, with a focus on new media marketing. My final thesis researched the art market and branded experiences in museums and art galleries.

**Bachelor of Journalism - First Class (2004 - 2007)**

**GGs Indraprastha University, India**

During my time as a budding journalist, I gained internships at national dailies and advertising agencies throughout my years of study and built a portfolio that led to my full-time role at McCann Erickson. I also sought funding and organised the first ever student film festival at university.

## **INDUSTRY EXPERIENCE**

**Senior Marketing Manager (10/2020 - 04/2022)**

**Arctoris, UK**

Set up the start-up's marketing function. An industry audit and client research led to the larger issue that there is little understanding of automation in the business. My strategy work focused on [making automation accessible with a clear narrative](#), as the company targets new business and investors in the US. The clear positioning has already helped the company pitch better and [partner with IBM](#).

**Brand Strategist (05/2020 - 10/2020)**

**Social Sage, London**

As I was looking for new opportunities after leaving academia, I worked closely with the founder to pitch for new business and wrote social media content strategies for existing clients. Also trained clients to use social media in their marketing strategies.

**Brand Planner (08/2013 - 09/2014)**

**BBDO, Kuala Lumpur**

My work on Pedigree in what is a 'cat market' was led by celebrating a dog owner's love and pride in their pets, based on research that product benefits were well known. Alongside, I worked on research and [evolution of KFC in Malaysia](#) and worked on the BBDO SE Asia youth research project 'Voices' to deliver consumer insights to clients and partners. Assisted account planning on key brands such as Mars, U Mobile, and SC Johnson as well. Worked with senior planners on the agency's Effie submissions as well.

**Associate Director (Strategy) (11/2012 - 10/2013)**

**DigitasLBi, New Delhi**

Led the adaptation of Durex's 'Love Sex' global positioning in the Indian market. Research involved a critical look at young Indians' approach and understanding of sex and sexuality, along with digital community research focused on intergenerational nuance. Based on this, my work introduced questions of pleasure, not just safety, with Durex in India, with a 'Bollywood' twist. I also worked on Maruti Suzuki, Veet, and Dabur accounts, focusing on the integration of digital in retail environments, such as interactive screens and user generated content.

**Communication Strategist (09/2011 - 05/2012)**

**Ether Books, London**

Working with the start-up's Facebook community, I learned about product development in this role, and led marketing for product re-launch in the UK. Based on community insights, I worked on the 'Quick Reads' content campaign, along with key brand positioning as a platform for new, emerging writers.

**Strategy Intern (11/2010 - 02/2011)****We Are Social, London**

As my first taste of social media marketing in the UK, I assisted work on the global social media strategy for Adidas and London Olympics. Recruited bloggers for brands and worked with PR firms in partner markets, aside from working with the creative team to build content calendars for key accounts.

**Copywriter (03/2007 - 09/2010)****Various advertising agencies, New Delhi**

As a copywriter, I worked at **McCann Erickson, DraftFCB+Ulka, and Sapient Nitro**. Worked on the first ever digital campaign for Coke Burn in India, which harnessed user generated content using Facebook Groups, and positioned Burn as a supporter of 'fierce' creators, which proved to be a much needed break from 'cool'. Worked on one of India's [first ever interactive, experiential campaign to launch Absolut](#). Also launched Reebok for Women in India, and over the years worked on a variety of accounts like General Motors, Reebok, Perfetti van Melle, Microsoft, and Monte Carlo, among others.

**ACADEMIC EXPERIENCE****Lecturer in Marketing (09/2018 – 03/2020)****London South Bank University, UK**

Designed and led postgraduate modules 'Integrated Marketing Communications' & 'Creative Media Strategy'. Developed the School's social media presence and overall positioning with the marketing team and trained senior management staff to increase their presence on social media. Invited to be an Early Career Representative at the Academy of Marketing, UK.

**Teaching Fellow in Marketing (07/2017 - 08/2018)****University of Birmingham, UK**

Re-designed the module 'International Marketing' to incorporate social and cultural aspects of consumption. Organised the Arts Marketing conference 2017 for the Academy of Marketing, UK, as well as research writing event days for scholars in the Business School.

**VOLUNTEERING & OTHER PROJECTS****Westmere Scholar, College of Social Sciences 2016-17****University of Birmingham, UK**

I secured £5,000 to organise skill-sharing and research dissemination activities for PhD candidates and built an interdisciplinary Doctoral Researcher Community to address everyday concerns and experiences. Through this role I also represented the College of Social Sciences research community at the University Board and delivered media training and mental well-being workshops to those interested the community.

**Volunteer & Unity Dog Walker (10/2021-)****Underdog International, UK**

As a volunteer I work on the organisation's communication strategy to showcase new programmes and support communications training of young people. I actively help in rehoming dogs via the homechecking process. As a Unity dog walker, I support people by walking their dogs as needed, and fundraise in my own capacity to support the organisation's work.

**Project Support Assistant (05/2015 & 05/2016)****University of Birmingham, UK**

I organised the University's annual flagship research event Research Poster Conference, and led the event's marketing and communication; the University saw 30% more engagement with PhD scholars as a result.

**Program Co-ordinator & Volunteer (07-2007-03/2009)****Pint of Science, UK**

I volunteered with grassroot organisations to re-home people in communities through Narmada Bachao Andolan and worked with street kids by teaching theatre and photography. Also organised Pravah's flagship event 'Music For Harmony 2009' to capture youth issues, as well as the conference 'Nurturing Youth: Active Citizenship in India, 2009' for Innovations in Civic Participation.