

SUMMARY

- 14+ years of cross-functional marketing and advertising experience
- Branding and strategy, content planning and execution, and digital platform optimisation
- Brand and agency partner-of-choice across 7 countries, including UAE and Qatar
- AW Rostamani, Mercedes, Asian Paints, Jaguar-Land Rover, and GWC Logistics for FIFA World Cup 2022
- Manager of large cross-functional teams comprising planners, creatives, account managers, and social media experts

SKILLS

- Creative Strategy
- Planning and Research
- Presentation skills
- Communication
- Social Media
- Marketing
- Problem solving
- Project management

WORK EXPERIENCE

Cicero & Bernay

Communication Strategist • Contractual since 2023

- Created campaign ideas and content plans for auto brands like Nissan, Infiniti and Renault
- Devised PR Communication Strategies for real estate giants Dubai South and Kliendienst
- Strengthened client relationships, boosting brand visibility and engagement offline and online
- Assigned and executed clear KPIs for brand and PR campaigns across multiple channels
- Crafted social media and influencer campaigns to help showcase new brand initiatives

Brand New Galaxy

Content Specialist • Contractual • Oct 2022 - Mar 2023

- Developed and executed content strategies in line with client objectives and brand identity.
- Specialized in content creation for Canderel, a leading sweetener brand in the Middle East.
- Produced brand strategies, social media plans, influencer scripts, and performance ads for Facebook, Google, and Instagram.
- Stayed updated on industry trends, adapting strategies accordingly.
- Managed the content pipeline from ideation to distribution, ensuring audience engagement and performance tracking.

Vistas Global

Creative Strategist • Sep 2021 - Sep 2022

- Strategic content solutions for Qatar-based clients preparing for the FIFA World Cup Qatar 2022.
- Creator of innovative and engaging content for various digital platforms, such as social media, blogs, and emails.
- Devised storytelling strategies for Qatar's top Logistics, Healthcare, Insurance, Telecom, and Food-tech companies.
- Fostered strong client and agency partnerships, understanding business objectives.
- Collaborated with cross-functional teams to pioneer scalable client solutions.

Alchemy Group

Creative Strategist • Oct 2019 - Sep 2021

- Digital content planning and strategy for Influencer marketing.
- Developed engaging and innovative content with stakeholders, clients, project managers, and influencers to build a community of brand ambassadors.
- A high degree of comfort translating complex tech and business concepts into a clear and engaging write-up with a strong and consistent brand voice.

Madison group

Asst.Creative Director • Mar 2016 - Sep 2019

- Spearheaded content innovations for Asian Paints, scripted popular web series- 'Where The Heart Is' and forged partnerships for innovative branded solutions.
- Lead brainstorming sessions, nurturing team collaboration and brand-focused ideation.
- Immerse in client business, local trends, and market dynamics to identify creative opportunities.
- Collaborated with Media organizations, TV channels, D2H interfaces, OOH, and Radio companies to derive innovative branded solutions while maintaining a consistent brand personality, tone of voice, and image.
- Developed and maintained an editorial calendar for daily posting across all social channels.
- Elevate agency creative standards by producing impactful, award-winning work.

Edelman

Account Planner • April 2010 - Feb 2016

- Directed social media strategy and execution for Jaguar Land Rover, pioneering campaigns like # with Facebook.
- Orchestrated India's first Twitter influencer-driven 'Live-event' for Jaguar F-type launch.
- Reported on performance and devised strategies to scale digital presence consistently.
- Crafted launch plans for Mercedes CLA class, scripting India's first Ad-film with Mercedes Germany.
- Collaborated with Content Acquisition and Production teams to source and develop diverse, high-quality content.
- Managed the content pipeline from ideation to distribution, ensuring audience engagement and performance tracking.

Candid Activation Marketing

Activation Partner • April 2008 - April 2010

- Executed digitally activated events like Google Bus, Oreo Togetherness, ITC Classmate, and Nokia college activation.
- Develop creative strategy for events, pitches, and content development.
- Support marketing and growth initiatives with research, ideation, and content creation.

EDUCATION

Bachelors in Mass Media • Journalism

Studio Shodwe • 2020-2021

Pennsylvania University • MOOC

Ingoude Company • 2015-2018

CERTIFICATIONS

Impact of Tik Tok marketing

Liceria & Co. • 2020-2021

AWARDS

Social Samosa Woman of the year 2020

GoaFest Best Search Media Campaign 2017

GQ Best Automobile App Mercedes 2015