
ROHIT SHAHANE

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PROFESSIONAL SUMMARY

A competent professional with over 6 years of expertise in Social Media Marketing, Digital Marketing Strategy, Content Marketing, Brand management and Marketing Operations, seeking a challenging and creative position in the field of digital marketing to utilize my further mentioned skills to help produce compelling brand marketing strategy.

SKILLS

- Digital Marketing Strategy
 - Social Media Marketing
 - Brand Building/Marketing
 - Web Analytics
 - Content Creation
 - Content Marketing
 - Marketing Strategy
 - Lead Nurturing
 - Branded Content
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EDUCATION

- Bachelor of Commerce (2008) Vivek College of Commerce, Mumbai
 - HSC (2005) Vivek College of Commerce, Mumbai
 - SSC (2003) Children's Academy, Mumbai
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PROFESSIONAL EXPERIENCE

ROUTE MOBILE LIMITED

Assistant Manager Digital Marketing | Mumbai | Since September 2017

- Social media and digital marketing includes preparing daily, weekly and monthly content calendars for the brand, brand products, corporate and internal events, CSR activities and specific campaigns
- Organically increased the follower base of digital platforms, LinkedIn - 42%, Twitter - 73%, Facebook - 37%
- Set up digital profiles from scratch for a cricket team owned by the company named North Mumbai Panthers in T20Mumbai 2018 and planned, created and executed the content for a month long tournament and sustenance content. Also looked after the branding of the team and OOH advertisement at the stadium and player's branded merchandise
- Achievements during the tournament month were 12729 impressions on Facebook with 2600 odd followers, 4556 total page engagements, 118.4 K impressions on Twitter with just 230 + followers, 76,059 Impressions, 4000 + reach with mere 400 odd followers on Instagram. Executed 50 + videos including stories and live videos from the stadium during the matches with an average of 180 views per story
- Assisted in creating a year long brand marketing roadmap proposal and a plan on social activities relating to developer conference

- Planning, creation, execution, monitoring, reporting and engaging on the brand's social media channels like Facebook, Twitter, LinkedIn, YouTube and liaising with the digital marketing agencies for brand content
- Liaising with external vendors for product videos, internal and event merchandise, website restructure and SEO optimization and other deliverables and planning the yearly marketing calendar, road map and strategies, tracking competitors' website and online presence and accordingly help drive traffic and engagement to our website through social mediums
- Developing campaigns and ensuring consistent brand message across all platforms and creating photo guide for corporate events adhering to brand guidelines and maintain brand awareness by regular posting and daily ORM

ETHINOS DIGITAL MARKETING

Assistant Manager Social Media | Mumbai | February 2016 - August 2017

- **Social Media Marketing Manager** - For Apollo Pharmacy, Apollo Expert, Holland and Barrett, Rubique Finance, Tatva Yog, Seniority, Mahindra World City, Kiabza and Health.Online.
- **SM Account Manager KRA's** - Social media marketing strategy, conceptualization and visualization of creatives, content management, content strategy for social platforms, execution of the approved content on social platforms, monthly renewal of social property skins/headers/profiles, generation of weekly/biweekly content for all the clients, recycling of content baskets every month and content creation for all digital and social platforms such as websites, Facebook, Twitter, Instagram, LinkedIn, blogs, emailers, web-banners etc.
- Increased the social presence of Apollo Pharmacy on all platforms by 10% in 5 months, set up and grew new social profiles for Apollo Expert-Holland & Barrett tie-up, Tatva Yog and Kiabza all organically, increased sales for Tatva Yog essences, Kiabza and Seniority through digital, set up a brand voice and communication for all the brands on digital, created health related content for US target audience which included a minimum of \$100 online spends daily on all platforms
- Client servicing for the social media accounts on day-to-day basis for all the daily social media and digital requirements and assisting in digital strategy and social media strategy across multiple accounts both on-going and in-pitch stage. Additionally developed campaigns and brand messaging strategies for new and existing brands on social, digital as well as offline mediums.
- Simultaneously assisted on new-biz acquisition pitch presentations for HDFC Red, Olympus, Axis Bank, Repeat (alcohol brand), Aon Hewitt, Cisco, Indofil, Intuit- Quick Books, Kishco Cutlery's Kiabza, Inorbit Mall, ICICI Bank, Tata Motors, Novotel, PE Electrolux, AGS Transact Technologies, NDTV Foods, TalentNext, Anthill, Unicharm, Edenred, Donear D'Cot, Gather Yoga, Tops Line Security group, etc.
- **List of Clients that converted** - HDFC RED, Kiabza, Seniority.

DENTSU WEBCHUTNEY

Sr. Copywriter (Creative and Strategy) | Mumbai | July 2015 - October 2015

- Extensively wrote copy and concepts for all kinds of digital and social platforms such as websites, Facebook, Twitter, Instagram, Google Plus, applications, blogs, emailers, web banners etc.
- Assisted in strategy across multiple accounts and new business development efforts, content creation for emailers for Sharekhan, product catalogue for Bharti Axa, Sharekhan and Star Health Insurance and TAS website content
- Developed campaign and brand messaging strategies for new and existing brands through social and paid media.
- Worked on brands like HUL - (Closeup, Pureit), Sharekhan, Wipro, Bharti Axa, Star Health Insurance, TAS - Tata Administrative Services, Flipkart, KTM.

- Achievements were -
 - Created content for all the internal pages for an international app by Wipro called Sydney Cricket Ground – Link: bit.ly/2LNUEwx
 - Pulled off a live campaign for HUL's Closeup and Shaandaar movie tie-up special edition toothpaste, with live coverage of Shahid and Alia performing on Amit Trivedi's songs from the movie

FLAREPATH

Assistant Producer (Content and Strategy) | Mumbai | April 2014 - June 2015

- Developed comprehensive social media marketing and content strategy and defined future direction for brands with respect to designs, visualization of creatives, planning social media campaigns based on client brief and business objectives
- Researched trends in social media and identified opportunities to optimize online performance of existing brands along with market analysis and market best practices, competition analysis and consumer behaviour to gather insights and inputs for communication planning and brand development through content creation and copy writing
- Assisted in digital, social and overall marketing strategy across multiple accounts for existing clients and for acquiring new business by developing social media content marketing campaigns and brand messaging strategies through organic and paid social media activities
- Co-ordinated with the design team, media team, tech support, analytics and production team during creative development and execution of digital campaigns, created brand / campaign-specific best practices guide for social media hygiene, liaising and client servicing with regards to attending regular brand performance meetings, approvals, feedback, new briefs about the products to ensure smooth execution and client delight
- Managed third party vendors including, web developers, graphic designers, on-ground activists etc. for movie marketing campaigns and launching new brand IPs. Created standardized weekly and monthly reports of campaign performances, and gave action-oriented recommendations by gaining insights and suggested way forwards for the brands
- Achievements - 10 bollywood celebrity handles real time social content postings were handled, Mumbai trends within 15 minutes of the start of a twitter contest for Ungli movie and Shamitabh movie with mere 250 followers, Executed the entire 3 month movie campaign for Shamitabh solely on all platforms, executed a food blogger campaign video for Biryani 360, suggested names of the characters and character profiling for an online game by Disney India games, increased the online sales of a book by Shunali Khullar Shroff
- **Brands Handled –**
 - Viacom 18 Spotlight Channel celebrities: Nawazuddin Siddiqui, Manoj Bajpai, Diana Hayden, Kunaal Roy Kapoor, Sanjjana (South Actress), Ragini Dwivedi (South Actress), Tochi Raina.
 - Disney India: India Games, Pro Cricket 2015, Cup Cake Chef.
 - Bollywood movies: Ungli, Badlapur, Shamitabh, Drishyam, Bangistan
 - Production houses: Maddock Films
 - Other brands: India Beach Fashion Week, Biryani 360, Flarepath Digi, Battle Hymn Of A Bewildered Mother

FOXYMORON

Associate Content Strategist | Mumbai | September 2013 - April 2014

- Brands handled – Asian Paints, Indus Pride, Channel V, Rajasthan Royals
- Generated content for Asian Paints Sharad Shamman and Rajasthan Royals and assisted team members for Channel V and Indus Pride for content across platforms.
- Created web banner concepts Asian Paints (Static and Interactive flash banners).
- Brainstormed on the strategy of new business pitches for the organisation and also ideate for new social media strategies for the existing brands.
- Co-ordinated with the video editing team for creating Asian Paints web videos, designers for the Facebook creatives, web banners, website designs and also with coders for website coding.

TRIVONE DIGITAL SERVICES PVT LTD

Content Writer | Mumbai | July 2012 - August 2013

- Content management and generation for Star Gold and Movies Ok website as well as social platforms.
- Wrote articles, proof read, checked the quality to ensure there was no plagiarism and uploaded the content on Star Gold and Movies OK website through CMS.
- Ideated and ran social media strategies to build traction on the social networks and also take care of branding and promotional activities.
- Co-ordinated with the Bollywood PR's, attended shoots and interviewed Bollywood celebrities to generate exclusive content for Star Gold and Movies OK website and social platforms.

ICETRAX MEDIA

Content Writer | Mumbai | March 2012 - July 2012

- Wrote articles for the purpose of SEO and SMO using keywords for medical and healthcare clients.

PERSONAL INFORMATION

Date of Birth - *11th April 1987*

Interests - *Producing music, playing instruments | Voice overs | Driving and video games*

Languages - *English | Hindi | Marathi | Spanish*