

# YASHWANT

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## PROFESSIONAL SUMMARY

A goal-oriented marketing professional in developing and implementing successful brand strategies, driving campaigns, managing P&L, achieving the business objective and reducing customer acquisition cost. A track record of creating and executing large-scale projects that drive engagement, conversions, and revenue growth. Have proven expertise in a range of marketing disciplines, including brand strategy, content marketing, IPs & events, ROI-driven digital marketing campaigns, social media, and community building. Prepared to bring 4+ years of progressive experience and take on a challenging position with an opportunity to make a lasting impact.

## WORK HISTORY

### Deputy Manager- Marketing | Network18 (CNBC-TV18)

Mumbai, India, February 2023 – June 2023

CNBC-TV18, the first business news channel launched in India and still leads that genre. The channel has been an integral part of the Indian economic story, spearheading and mirroring India's enterprising times. The coverage extends from corporate news, financial markets coverage, and expert perspective on investing and management to industry verticals and beyond.

- Created marketing strategies and executed them seamlessly to promote CNBC-TV18 across various mediums including print, digital, and social media.
- Developed and managed marketing budgets, ensuring that expenses are within the approved limits.
- Curated marquee IPs and bespoke solutions for clients which also promoted the channel by leveraging group assets.
- Collaborated with internal and external stakeholders, such as sales, editorial, media partners, and vendors to ensure cohesive and effective marketing efforts.

### Senior Associate- Marketing | ShareChat (Moj)

Mumbai, India, April 2022 - February 2023

Moj is India's home-grown short video platform by ShareChat. It has 100Mn+ downloads through the play store and over 300Mn Monthly Active User. Apart from short videos the app also offers features like lenses, live streaming, mints and gifts for creators.

- Leveraged consumer insights to develop and implement marketing strategies to build awareness, grow the brand and drive ROI.
- Created multiple In-App campaigns and increased its online presence by disseminating multimedia content across social platforms through content marketing.
- Measured campaign effectiveness to evaluate its outcome and recommend improvements after analyzing the market data to get insights which are relevant.
- Anchored the launch of a new product feature i.e. Moj Live and managed to achieve a Daily Active User of 1Mn+ within a week.
- Awarded as Power Player for two consecutive quarters for planning and executing successful campaigns

## Senior Officer- Created Business (IPs and Brand Solutions) | BCCL (The Times Group)

Mumbai, India, July 2020 - April 2022

BCCL is India's most diversified media company with brands across publishing, television, internet, radio & outdoor domains. Being the country's biggest media conglomerate it's a powerhouse of successful Brands, built on a journey of 180+ years.

- Worked on content-led multi-platform strategic interventions for brands to create bespoke solutions and IPs for them.
- Conceptualized & operationalized a content-led platform that leveraged the group's content expertise and aggregated multiple audience communities through different B2C and B2B interest cohorts.
- The content platform turned profitable within 8 months of its launch and due to this exceptional contribution was nominated for INMA 30 under 30 Awards
- Managed multiple P&Ls to deliver cost-efficient projects while maintaining healthy profitability.

## Operations Executive | Blankslate Communication Asia

Mumbai, India, January 2017 - June 2017

Blankslate Communication Asia is a premier agency specialising in design, creativity, corporate gifting, merchandise, and event management. They have expertise in crafting captivating experiences, and bringing ideas to life through innovative solutions and meticulous event management.

- Collaborated with clients and event managers to understand event requirements, objectives, and budgets. Assisted in the development of event concepts and themes.
- Coordinated and managed all logistical aspects of events, such as venue selection, vendor management, transportation, accommodations, licenses, and equipment rentals.
- Assisted in the creation and management of event budgets. Monitored expenses, negotiated with vendors to optimize costs, and ensured adherence to budgetary constraints.
- Conducted post-event evaluations to gather feedback, identified areas for improvement, and assessed the overall success of the event.

## CORE FUNCTIONAL AREAS

- Brand strategy
- Product development (IPs)
- Brand Solution
- Market research & analysis
- Media Planning
- Brand IP conceptualization & execution
- Content Strategy- Brand & Projects
- ROI monitoring (Events, Campaigns and IPs)
- Campaign Planning & Budget Management
- Content and Influencer Marketing
- Website and App Management
- In-app campaign planning
- Managing Live streaming DAU & MAU
- Event Management and execution
- BTL Campaigns (Conceptualization and execution)
- Agency Management (Creative, Media & Digital)

## EDUCATION

QUALIFICATION	INSTITUTE	BOARD/ UNIVERSITY	YEAR OF PASSING	DIVISION
Post Graduation Diploma Management (Marketing)	MET- ICS	AICTE	2020	First Class
Post Graduation Diploma in Advertising & Media	Garware Institute	University of Mumbai	2017	First Class
Bachelor of Mass Media	L.S. Raheja College	University of Mumbai	2016	First Class