

KARAN CHAUDHARI

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JOB

FREELANCE
PROJECTS AS
CONSULTANT
SEP 2018 - PRESENT

NU DESIGN INK - TORONTO

Worked on the research, content, design and sourcing for two e-commerce websites.

Helped in implementing WooCommerce and AliExpress plugins to setup supply chain.

AAKHYA INDIA - NEW DELHI

Created content for social media platforms and print for a stationery brand and a non-profit trade association.

Setup templates and processes for all external communication and business development.

Assisted on policy work for various clients.

ACCOUNT
SUPERVISOR
JUL 2016 - JUN 2018

DENTSU IMPACT PVT. LTD. - GURGAON

Managed two brands Hitachi Corporate and Hindustan Hindi while periodically working on new business development and other agency brands.

Experience on Hitachi Corporate involved, event management, content creation, supporting the Corporate Communications Group with internal/ external communication and adapting/ monitoring brand communication across all mediums.

Worked on strategizing and seamless execution of over 20 campaigns on Hindustan Hindi while being instrumental in delivering strong insights for effective communication on few key projects.

ACCOUNT
MANAGER
JAN 2016 - JUL 2016

UNMUTE AGENCY - NEW DELHI

Delivered revenue through sales from events, content generation and endorsements.

Networked with brand and industry professionals, generating new leads.

Conceptualized and monetized special initiatives.

Pitched different concepts and ideas, based on a client's strategic needs.

Helped with artist management and production.

MARKETING
EXECUTIVE
JUL 2012 - JUL 2013

SAGAR RATNA RESTAURANTS PVT. LTD. - NEW DELHI

Helped launch 3+ outlets every month with marketing collateral and short campaigns.

Coordinated with the PR and advertising agency for timely roll out.

Worked with the brand agency on a new identity for the company and for its formal launch campaign.

Market research and analysis for new products with competition benchmarking.

Managed implementation of the ERP software.

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JOB

ACCOUNT PLANNING EXECUTIVE

FEB 2012 – JUN 2012

BEI CONFLUENCE - NEW DELHI

Worked on developing positioning strategies for more than 5 potential and 10+ existing clients.

Structured the concept and executed a nationwide market research project for Hitachi air conditioners before their summer campaign.

Managed SEO with Google Ad Words and social media, leading to 20% increase in sales for a mattress brand.

Coordinated project implementation between the creative and media-planning departments.



EDUCATION

POST-GRAD DIPLOMA

AUG 2013 - SEP 2014

GEORGE BROWN COLLEGE, TORONTO

MASTER OF COMMUNICATION

APR 2010 - MAR 2012

DELHI SCHOOL OF COMMUNICATION, NEW DELHI

BACHELOR OF ARTS

MAR 2006 - APR 2009

ST. XAVIER'S COLLEGE, MUMBAI



DIGITAL

- ADWORDS
- ANALYTICS
- BASIC PHOTOSHOP & ILLUSTRATOR
- SPSS
- ACCESS
- WORDPRESS
- WOOCOMMERCE
- SHOPIFY



SUMMARY

Closely associated with strategic planning of more than 35 ad campaigns for in-house and new business development.

Managed content, planned and executed events and brand communication for a technology giant.

Supervised implementation of the ERP software, with consultancy by PwC, for a chain of 100 restaurants.

Coordinated between the brand, public relations and ad agencies for re-branding, launching into a new territory and running several campaigns for a restaurant chain.

Highly motivated team player with strong inter-personal skills, deadline driven, with experience of working on challenging projects in cross-functional matrix organizations.