

Ananya Gambhir

Brand Strategist | Creative Specialist

Profile

Creative Strategy professional with 7 years of experience in creating and managing teams specialized in creative marketing and branding campaigns. Has worked with 100+ brands including Amazon, Costa Coffee and MTV.

Employment History

Head of Digital/Creative Director at M&C Saatchi February

May 2015 — May 2018

- Built the digital division of the agency from 1 person to a 17-member team of art directors, copywriters, account planners and servicing executives, acquiring and managing over 15 brands, forming the most profitable division of the agency and ensuring a consistently positive P&L balance.
- Created advertising and branding solutions for a number of clients (Amazon, Costa Coffee, MTV etc), including performance based campaigns (PPC, Lead-Generation, User Acquisition) as well as brand awareness and management, community management, shopper marketing, creative strategy, merchandising and social media marketing.
- Led the creative strategy for the launch of Amazon Now (Prime Now in India) including launch video, user acquisition click campaigns, social media marketing and content marketing.
- Led creative execution for performance based click, engagement, lead, acquisition and impression campaigns for both B2B and B2C brands.
- Led creative execution for content based campaigns including social media marketing (paid + organic), design, content marketing, e-mail marketing and video campaigns for both B2B and B2C brands.
- Won the Abby Award for branded web content for the launch of OnePlus 6T.
- Won the "Invent and Simplify" Amazon India Agency Award (Woody).
- Led the acquisition of new business amounting to 70% of the agency's revenue.

Senior Manager, Brand Solutions at Affle

May 2012 — May 2015

- Played a central role in building Ripple, the digital advertising division of Affle, helping the organisation grow from a small, local team to a vast, international 500 member team servicing hundreds of clients and delivering a variety of branding and advertising solutions such as click (CPC), lead (CPL) and user acquisition (CPA) oriented performance and rich media campaigns.

Details

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Links

[Website](#)

Skills

Branding Expert

Creative Strategy Expert

Team Management Expert

Content Creation Expert

Research Highly Skilled

Languages

English Native speaker

Hindi Native speaker

- Helped the expansion of Ripple's creative services division across markets and guided teams in India, The United States, Singapore, Malaysia, Philippines, Indonesia and Thailand delivering cross-platform performance and rich media advertising solutions for over 120 brands including Save The Children, Coca-Cola, YouTube, Samsung, Nokia and Adidas.
- Created two large scale political campaigns for mobile, including a national campaign culminating in a political victory for the client. Campaigns were focused on performance advertising, rich media advertising and web content.
- Conducted pre-sales and post-sales interactions with clients, ensuring maximum client satisfaction with the quality of the campaign and the quality of service provided for the same and creating lasting relationships with agencies and brands.
- Was an integral part of an award-winning team, winning awards including “Mobile Ad Agency of the year”.

Education

MA in Brands, Communication and Culture, Goldsmiths, University of London, London

September 2018 — September 2019

Conducted research on the issue of representation of South Asian communities in popular American culture, culminating in a high merit grade for the thesis “Being Brown in Tinsel Town: An exploration of South Asian representation in American comedy”.

Bachelor of Business Studies (Marketing Specialisation), University of Delhi, New Delhi

July 2009 — May 2012