

# Ananya Gambhir

Toronto, ON

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A marketing and content professional with over 10 years of experience building and growing brands across 9 international markets. Currently scaling one of the country's fastest growing ed-tech companies.

## WORK EXPERIENCE

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### Harappa Education

*Senior Manager, Marketing*

*Sep 2020 - Present*

- Led monthly and annual marketing campaigns that achieved 10% month on month growth in revenue, peaking at \$250,000 monthly and over \$1.5m annually.
- Led a 4 person marketing and content team, garnering over 3 million visitors organically every quarter, as well as the development of multiple smaller marketing campaigns every month.
- Helped build and take to market the Harappa School of Leadership, leading the branding efforts and a multi-channel marketing campaign across performance advertising and email marketing, generating an additional \$250,000 in revenue.

### M&C Saatchi/February

*Creative Director / Head of Digital*

*May 2015 - May 2018*

- Built a 17 member digital agency division from scratch, leading both creative and business operations for the entire division.
- Led creative solutions and client servicing for clients including Amazon, Costa Coffee, MTV and more.
- Grew the revenue of the division from zero to over \$300,000 annually, nearly 70% of the overall agency revenue.

### Affle

*Senior Manager, Brand Solutions*

*May 2012 - May 2015*

- Played a key role in building and growing branding and creative teams across 7 international markets, including India, US, Singapore, Indonesia and more, while leading creative operations in India.
- Led the development of digital campaigns for over 120 clients including Coca-Cola, YouTube, Samsung and Adidas.
- Handled pre and post sales client interactions, delivering high quality, on time creative solutions.
- Led the development of national political campaigns, culminating in victory for a major party.

## SKILLS & INTERESTS

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**Skills:** Copywriting, Content Marketing, Brand Identity, Social Media Marketing, Display Advertising, Scriptwriting, Figma, SEO Content, Project Management, Influencer Marketing, Campaign Management

## AWARDS

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- Won the Abby award for branded web content for the launch of OnePlus 6T
- Won the Amazon Agency award
- Was part of the team that won Mobile Agency of The Year at the MMA Awards

## EDUCATION

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**Goldsmiths University of London**

*MA in Brands, Communication and Culture*

**London**

*January 2020*

**University of Delhi**

*Bachelor of Business Studies*

**New Delhi**

*June 2012*