






# NATASHA RAINA

Brand Manager

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 91 – A, Pocket C, Siddhartha Extension. New Delhi.

## EDUCATION

**Bachelor's Degree in Mass Media Creative writing, Jamia Millia Islamia University, New Delhi (2011)**

**Post Graduate Diploma, Marketing & Advertising, Bhartiya Vidya Bhavan New Delhi (2012)**

**Pursuing Executive Education in Product & Brand Management from IIM -Rohtak (2025)**

## SKILLS

- Digital Content Development
- Strategic Planning & Campaign Management
- Mainline & Digital Media Management
- Radio Advertising & Client Coordination
- Project Management & Account Management
- Creative Strategy & Communication Skills
- Business development & Client Management
- Adaptability and Leadership Skills
- Problem Solving & Negotiation skills

## About Me

Focused media and advertising professional with over 12 years of experience in brand management, account development, marketing, and media advertising across radio, TV, and digital platforms. Proficient in business development, sales, and account management for multiple clients. Skilled in delivering social media campaigns, web content, and digital solutions, ensuring seamless collaboration across cross-functional teams.

## WORK EXPERIENCE

### Brand Manager – Global Marketing Team

#### HCL Software (Feb 2024 – Present)

- Stewardship of the brand persona and ensuring brand guidelines as a stakeholder.
- Oversee budgets to ensure global campaigns meet their performance goals.
- Work in close collaboration with cross-functional and global teams to align development, marketing, and sales efforts.
- Support global teams across all touch-points and brand initiatives, ensuring consistent strategic implementation.
- Identify and address execution challenges, implementing corrective measures to ensure product success.
- Develop and manage project timelines, budgets, and deliverables.
- Establish and maintain strong relationships with external partners, including agencies, vendors, and influencers.
- Ensure brand guidelines are consistently applied across all marketing channels.
- Showcase success in major global branding campaigns that align with business objectives.
- Manage multiple projects simultaneously in a fast-paced environment, maintaining attention to detail.
- Work independently, exhibiting a positive, professional attitude and taking the initiative in unfamiliar areas.
- Coordinated and maintained the brand calendar, managed Ferrari sponsorship branding, and led branding efforts for WEF Davos and other global events with HCL Software.

### Account Manager

#### Scarecrow M&C Saatchi, Mumbai (April 2022 – Jan 2024)

- Managed client relationships, stakeholder coordination, campaign execution, and strategic communication.
- Developed new marketing opportunities and managed project timelines, budgets, and deliverables.

## LANGUAGES

- English
- Hindi

## Industry Experience

### Marketing Copywriter Radio

**Fever 104 FM, HT Media (Sept 2015 – Dec 2015)**

- Planned and executed campaigns focused on lead generation and brand integration.
- Created radio content and ad scripts for clients like Domino's, Snapdeal, Patanjali, and more.

### Programming Intern – Content Producer Times of India

**Radio Mirchi 98.3 FM (Jan 2013 – Oct 2013)**

- Wrote content for popular radio shows, including R.J. Naved's Dilli Ka Don.
- Managed promotional campaigns and designed creative ad copies in collaboration with sales teams.

### Trainee Copywriter advertising agency

**McCann Erickson, Delhi (Dec 2011 – Dec 2012)**

- Created ad campaigns, jingles, and launch strategies for brands like Mastercard, Lava Mobile, and Dabur.

- Collaborated with internal teams (creative, finance, production, sales) to execute campaigns across mediums (digital films, print ads, social media, and video content).
- Drove client partnerships, led tender projects, and created briefs for creative teams.
- Managed accounts for clients such as Ambit, Alcon, Imavatar, Swaraj Tractor, Axis My India, and others in the real estate sector.

### Account Manager

Bizzpaa & Rubani Production (Feb 2019 – April 2022)

- Managed product selling and lead generation for SabkaWifi.com and Rubani Productions Pvt. Ltd.
- Handled presale appointments and contributed to business development through stakeholder management.
- Provided end-to-end account management, including social media management, digital content creation, and advertising.
- Fostered long-term client relationships and acted as a single point of contact for all digital management needs.

### Campaign Manager – Creative & Digital Services

Radio Mirchi 98.3 FM, Times of India (Nov 2016 – June 2018)

- Managed campaigns across radio, digital, and on-ground platforms in collaboration with cross-functional teams.
- Created briefs, executed multinational campaigns, and coordinated pre- and post-production activities.
- Worked with clients like Dabur Gulabri, Motorola, Uber, Domino's, Sony Liv App, and more.
- Coordinated with digital teams to manage campaign executions, including content packaging and creative solutions.

### Content Specialist – Assistant Writer

Balaji Telefilms Pvt. Ltd. (Jan 2016 – Oct 2016)

- Researched and created plots, stories, and characters for popular TV shows such as Naagin and Kavach.
- Worked with pre- and post-production teams to manage brand integration and marketing strategies.

### Public Relations Manager

Youth Services & Peace NGO (Jan 2014 – Aug 2015)

- Developed content for the organization's e-commerce site and campaign strategies.
- Organized promotional events and acted as a liaison between internal and external teams.