

RAGHUVENDRA SINGH PARIHAR

CONTACT



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CORE QUALIFICATIONS

- Omni Audience Planner, Omni Channel & Investment Planner, GWI, Similar Web, BARC (YUMI), IRS/Clear Decision, TGI (choices) & MAP
- Microsoft Office (MS-Word, MS-Excel & MS-PowerPoint)
- Strengths: Take Initiatives, Self-Motivated, Team Player, Result Oriented Approach, research-based strategy, Self-Motivated

LANGUAGES

English, Hindi & French

ADDITIONAL INFORMATION

Achievements: Most Innovative Person of the year award at Havas Media (2018)

HOBBIES

Solo traveling, Singing, Cooking, Self-help books

To work as an integrated resource, in a professionally managed enterprise and applying my creative problem-solving skills & management skills to achieve optimum utilization of resources and maximize the profit for the company.

EXPERIENCE

Associate Director of Strategy Omnicom Media Group (OMD Payroll in June'21) Gurgaon, Haryana

Key Role as an Associate Director of Strategy:

- Helping the teams across OMD portfolio while creating consumer centric media strategies & defining media KPI's
- Assisting OMD new business division and helping them deliver robust media strategies and media plans to achieve client business KPI's
- Leading Philips digital first brands (Philips Air Mask, Avent & Oral Healthcare) with conversion led

Group Head Media Planning & Strategy at Omnicom Media Group (TBWA Payroll) (October 2019 till June'21)

- Clients Managed - Nissan Motors India.
- Key Role: Client Support & Servicing: Interacting with client on day-to-day basis as their key POC and an everyday consultant, ensuring timely delivery Media of media Plans. Formulating robust integrated media strategies with detailed medium wise approach to create halo effect of media and drive ROI for the client business.
- Understanding the challenges of the client business within the dynamic auto category space, creative a best plan that suits the regional marketing team's objective to support area wise dealers.
- Media Planning: Understanding the media brief and helping the peers to deliver best media plans for the Clients.
- Media Operations: Releasing media plans while coordinating with operations and ensuring proper execution.
- Research & Analytics: Pre-Eval and Post-Eval of the campaign.
- Most Critical Campaign: Currently handling the Nissan's most critical project "Nissan Magnite Launch" from the beginning & delivered 50K enquiries and 5K bookings in just 5 days of price reveal.

Business Manager Wavemaker, Gurgaon, Haryana (September 2019 to October 2020)

- Clients Managed - OLX India, OLX Cash My Car, McCain Foods.
- Key Role: Directly managing the client on daily basis and

ensuring the smooth delivery of client's requirement.

- Understanding the business problem and finding out the best media solution to achieve the overall campaign KPI's
- Data analysis driven approach to creating the best media plan basis the client briefs and achieve the overall business and media objectives
- Most Critical Campaign Handled:

- **OLX Cash My Car Launch:** OLX wanted to enter in the most un-organized used car market and to be one stop shop for used car sellers with one and only established competitor Cars24- Store visits, Call enquiries increased as per the client expectations, Launched First ever multimedia campaign
Achievements: Campaign KPIs achieved, Golden Mikes award for OLX Cash My Car Radio Campaign

- **OLX India relaunch:** OLX wanted to make a comeback in ever growing ecom. space in India and wanted to refresh its long-forgotten brand image and take their share of market in terms of New user acquisition and monthly active users- Total monthly users increased from 34 Mn to 45 Mn delivered

Media Planner *Havas Media*, Gurgaon, Haryana (June 2017 to September 2018)

- Clients Managed - Hyundai Motors, Kohler, Philips Lighting.
- Key role: Creating the best media plans to support the client's requirement
- Ensuring the smooth execution of the media campaigns
- Creating competition report analysis to support every month planning
- Delivering Campaign Pre and Post Evals

Business Executive *Mindshare*, Gurgaon, Haryana (October 2016 to June 2017)

- Clients Managed - Motorola India, Lufthansa Airlines, NIIT, ABP News, Muthoot Finance, 21st Oct 2015 to 21st Oct 2016.
- Key role: Managing client on day to basis for media planning and buying to create best media plans to deliver media KPIs
- Creating competition reports to give in-depth media analysis of competition and brand category
- Campaign Pre and Post Evals

Management Trainee and Media Planner *Alliance Advertising* (October 2015 to October 2016), Delhi

Clients Managed - Lava Mobile, Luminous Water Technologies, Delta Faucet.

Creating TV Plans basis, the client brief

Ensuring Timely delivery of plans, monitoring reports, competition reports, campaign Pre and Post Evals

EDUCATION HISTORY

Pursuing Executive Brand and Product Management certification from IIM Rohtak

**P.G. Diploma Advertising, Marketing Communication
Apeejay Institute of Mass (2015)**

**Bachelor of Business Administration Marketing
Jiwaji University (2011)**

**Certificate of Proficiency in French Language
Jiwaji University (2010)**

XII (2007) and X (2005) Kendriya Vidyalaya No. 1 Gwalior