

WORK EXPERIENCE

Red Tees 2 Black Suits

As Founding Partner (Role - Head of Digital Marketing & Business Development)

From January 2014 to Present (2021)
Mumbai, Maharashtra

White Marque Solutions

As Digital Marketing Head

From June 2013 to January 2014
Mumbai, Maharashtra

Everymedia Technologies

As Senior Social Media Marketing Manager

From June 2011 to June 2013
Mumbai, Maharashtra




Rohan Govekar


DIGITAL MARKETING SPECIALIST

Result-oriented professional with extensive experience in Digital Marketing, eCommerce Marketing, Online Paid Advertising, Digital Account Management, Strategic Planning, Movie Marketing, and Celebrity Management. Expertise in social media, data analytical tools along with strong Database management and project management skills. Skilled in strategy formation, reporting and presentations.

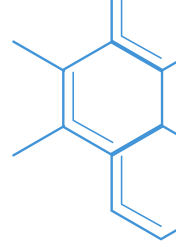
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THE STORY SO FAR



At Red Tees 2 Black Suits

Results-driven entrepreneur with over 7 years experience in a Digital Marketing Startup. Leading and increasing growth in small and medium size business, and working with a range of industries such as Construction, Cement, Retail, Entertainment, Hospitality, E-Commerce, Concerts, Celebrity Management, Healthcare, Fitness, Restaurants, Fashion, Lifestyle, Events, Technology, Logistics, Banking, Finance, Education, Pharma, eSports, TV Channel, etc.

Key Responsibilities & Achievements

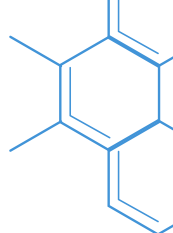
- Worked with approximately 100 brands and projects in the running span
- Effectively managed a team of over 10-15 employees
- Oversaw executive leadership, company training, and marketing strategies with media and clients
- Built intensive, solution-driven and comprehensive business strategies with short term/long term goals, based around the campaign and brand's requirement
- Spearheaded overhaul of various underperforming departments to reduce stagnation and increase growth and productivity
- Fostered change in the company culture to be more open, transparent, and accountable
- Created brand marketing strategies for brands from scratch
- List of brands worked with – Ambuja Cement, Ajmal Perfumes, Housing.com, Zicom, Viacom18, Colors Cineplex, Hyatt Hotels Goa, Future Group, Cipla, Weizmann Forex, Sanjeevan Eye Clinic, Delhi Public School, Sangeeta Ahir Movies, Shemaroo Entertainment, Creativeland Asia, Nickelodeon, Food Darzee, Energia Supplements, Kailash parbat Restaurant, Art & Artistes, Body Sculptor Gym, Corner Office App, Spareage Sealing Solutions, SFX Eyeware, Regent Honda, imd1, Savoir Faire Academie, etc.

PERSONAL GOALS

To welcome new experiences, skills and creative flows
To supporting the community and those in need
Taking out time for stretches and deep breaths
Learn to fly a plane or write a book

SKILLS

Team management & leadership
Content creation
Communication strategy
Brand management
Integrated marketing
Digital marketing & innovation
Social media & video content
Social listening & reputation management
Customer behaviour & segmentation
Competition mapping
Data analysis
Leadership & entrepreneurship
Project management & implementation
Cross departmental teamwork
Relationship-building skills
Passion, persistence & flexibility



At White Marque Solutions

Effectively built a Digital Marketing team for the agency. In charge of team building and contributing to company structure, future planning and key leads for business development.

Key Responsibilities & Achievements

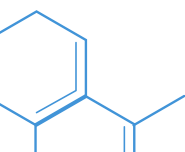
- Led social media content and strategies
- Developed pitches for new business and digital strategies for existing clients
- Executed client communication, reporting and analytics for the brands
- Managed and executed an all India Cycling event from beginning to end – brand strategy, social media execution, designing, client communication and reporting
- Worked on the branding and strategy of Ramada Hotel Powai and its restaurants with a unique marketing strategy

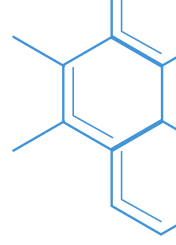
LANGUAGES

English (Fluent)
Hindi (Fluent)
Marathi (Fluent)
Bengali (Fluent)
Malayalam (Partial)
Gujarati (Partial)

INTERESTS

Travel
Learning about new cultures
Fitness
Swimming
Cycling
Cricket
Console Gaming
Unusual conversations





At Everymedia Technologies

Handling digital marketing strategies for key agency accounts like Dharma Productions, Yash Raj Studios, Kotak Bank, Bloomberg TV, Fox Star Studios, Karvy Private Wealth Limited, Siemens India (Pay it Forward - India), all movies under the roof of Dharma and YRF, Emmay Entertainment, Enrich Salons, Whistling Wood International, Red Chillies Entertainment, etc.

Key Responsibilities & Achievements

- Worked on 50+ projects in the running span
- Conceptualizing and implementing social media strategies for the mentioned brands on digital platforms and creating report and analytics for the same
- Built marketing strategies for brands and projects
- Worked on content writing and visualising
- Kept up-to-date with constantly evolving techniques and industry trends in digital marketing and online advertising, assessing social media marketing strategies to determine rate of return, identifying and tapping into new channels to optimise strategy
- Measured ROI and fuel revenue growth, relationship building with client representatives to maintain business partnerships, account updates and briefings for industry trends, and assisting in collaboration with internal departments (Content, Strategy, Design, Development, Accounts and Legal Teams) to develop a streamlined approach to execute online campaigns
- Worked for Agneepath(2012) movie campaign under the Dharma Production banner, which received the best marketed movie campaign of the year along with Ra.One
- Used social media tools and built engagements manually without tools through seeding
- Built organic growth across platforms through contests and engagement activities
- Explored plans and strategies across industries and businesses
- Worked on social media platforms as a business model from teething years

Education

Bachelors in Business Management
University of Bangalore
Bengaluru, Karnataka