

Sanat Pandit

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PROFESSIONAL SUMMARY

A versatile and adept creative professional with over nine years of dedicated experience in the realm of Marketing and Advertising. Skillful at navigating the intricacies of writing and the ever-evolving landscape of the industry.

Proficient in leading teams across varied agency settings, including boutique, independent, and multinational corporations, while collaborating with clients spanning diverse sectors such as FMCG, Fashion, BFSI, Real Estate, and IT.

Recognized for excellence with accolades including the SAMMIE, ETBrandEquity, DIGIXX, and INKSPELL awards.

EDUCATION

IIM Indore | Executive Program in Digital Marketing

2023 - 2024, Indore, India

Technological University of Dublin | MSc in Advertising

2019 - 2020, Dublin, Ireland

Pune University | PG Dip in Marketing

2016 - 2018, Pune, Maharashtra, India

Pune University | BA in Sociology

2013 - 2016, Pune, Maharashtra, India

EXPERIENCE

PivotRoots | Senior Team Lead

July 2021 - January 2024, Mumbai

Key Role:

- Devise strategy and execution for key accounts.
- Team building and management.
- Business development (Wins and upscaling).
- Setting processes.
- Maintain client and vendor relationships.

Performance:

- Mentored a team of 8 writers across levels and facilitated personal and professional growth.
- Converted 5 businesses and helped scale up spends through planned strategies.
- Devised workflow processes to help maintain a work-life balance among team members.
- Headed key national and international accounts across the MENA and SEA region.
- Crafted pro-active campaigns to scale up and improve spend.
- Launched a national scale Health Ecosystem yielding profitability from 2nd month
- Designed the release of a movie and got it trending across 14 countries

Paradigm Plus | Senior Copywriter

January 2019 - August 2019, Pune

Key Role:

- Handle communication and strategy for key accounts.
- Coordinate across teams to devise strategy.
- Maintain client relationships.

Performance

- Planned and developed the creative output of 2 key accounts.
- Converted 2 major businesses and drove all collaterals for these accounts.
- Redefined brand identity of real estate brands through a sustained integrated campaign across channels.
- Crafted multiple integrated campaigns for B2C and B2B brands.

Antwort Media | Partner

January 2018 - January 2019, Pune.

Key Role:

- Convert businesses.
- Devise marketing strategies.
- Craft Communication.
- Research vendors and maintain relationships.

Performance

- Converted 3 business and strategised the growth and marketing for clients from various industries, including ed-tech, hospitality, literature, media, and fintech.
- Devised the go-to-market strategy of an ed-tech product, achieving a reach to 10,000+ schools and generating an MRR of ₹76K in the Indian market.
- Sustainably bootstrapped the agency \$100K ARR, before deciding to pursue specialised education in advertising and marketing.

SKILLS

Marketing Strategy	Strategic Communication	Project Management
Team Building	Campaign Development	Integrated Ideation
Digital Strategy	Business Development	Sustainable Growth

AWARDS

- BRONZE - Brand Equity Awards - Best Digital Media Plan - Social
- GOLD - Inkspell Awards - Best Use of Blog/Website for Marketing
- GOLD- Digixx Awards - Best Use Of Social Media (Global)
- GOLD - e4m Awards - Best use of Brand Awareness
- GOLD - e4m Awards - Best use of Influencer

- GOLD - SAMMIE Awards - Best Use of Social Media Influencer Marketing

OTHER ACHIEVEMENTS

- Elected Class Representative as a liaison between students and the faculty
- Elected Secretary of Journalism Society at TUD
- Headed Social Media Strategy for Pune International Literary Festival
- Published as a poet in two anthologies
- Edited three manuscripts, two of which went on to become bestselling books
- Launched a YouTube channel called Virus Marathi with over 150K subscribers
- Awarded Grade A for Creative Writing and Study of English Language and Literature from Symbiosis International University