

Bharath Rameshan

(He/Him)

New York, 10009 | bharath.rameshan@pace.edu | +1 646-866-9110 | <https://www.linkedin.com/in/brameshan92/>

PROFILE

Digital and Social Media Marketing professional holding Bachelor's in Journalism and Media with 6 years of experience in creative direction, strategy, copywriting, account management and social media management.

WORK EXPERIENCE

Junglebeige

Dubai, UAE

Senior Creative Lead

July 2018 – Aug 2023

- Conceptualized, created and executed digital and creative strategies for brands like Levi's, Steve Madden, Powerhorse and PUMA
- Developed and planned Levi's first Ramadan Campaign in Dubai resulting in \$10M in Earned Media, 175M Impressions and \$16M in YTD Sales
- Directed, produced and supervised 50+ photo and video shoots for F&B and Fashion brands

Copywriter

- Designed and structured 250+ content calendars amounting to 250K+ in organic follower growth and over 5M Impressions made
- Ideated and created content on a monthly basis including supervising edits and directing photographers and videographers

Wunderman

Dubai, UAE

Account Executive

Nov 2014 – July 2016

- Streamlined and processed Adidas ME's CRM program in 20+ stores resulting in increased digital traffic and sales
- Mediated and advised on the illustrated interface for Microsoft Home for over 4 regional countries
- Collaborated with the creative and design teams to craft digital strategies

EDUCATION

Pace University, Lubin School of Business

New York, NY

Master of Science (MS) in Social Media and Mobile Marketing

December 2024

GPA: 3.83 | **Honors:** Merit Scholarship

RELEVANT COURSEWORK

Interactive Marketing | Direct Marketing | Consumer Behavior | Business Analytics | Statistics | Marketing Performance

ACADEMIC PROJECTS

Product Launch - Gatorade Gold

Sept 2023 – Dec 2023

- Conceptualized, developed and pitched the launch of a new functional beverage under the Gatorade umbrella
- Collaborated with a team of six to design a new product identity, promotional toolkit, relevant strategy and collateral
- Constructed a media spending plan by analyzing relevant platforms and trends

Service Launch - BOXED

Sept 2023 – Dec 2023

- Created a direct marketing campaign and financial plan-revitalizing a failing business in the E-grocery business
- Conducted primary and secondary research to assess the state of the E-grocery business
- Designed and illustrated marketing strategy to support the new service identity

SKILLS

Technical: Brand Strategy, Media Planning, Digital Marketing, Copywriting, Web Content Writing, Brainstorming, Microsoft Office, Premiere Pro, Photoshop, Instagram, Tiktok, Canva

Languages: **Fluent:** English | Tamil | Hindi **Basic:** Arabic | French