



MARKETING MANAGER | BRAND MANAGER | PRODUCT MANAGER

Aviation ▪ Healthcare ▪ Advertising ▪ High-Tech

Progressive, energetic force in marketing, branding, and business growth. Rapid rise from internships into multiple hat-wearing roles to add value for each employer, including 6 years of people leadership and mentoring. Cross-culturally savvy influencer and communicator with deep insight to international markets through diverse experience and learning in Australia, India, and USA.

◀ Highlights To Date ▶

- ✓ At Hafas Worldwide, set trajectory for **Entel's 88% market share gain & MSM's growth as a top Yahuu competitor** in India.
- ✓ Positioned **IBN India to multiply portfolio of Fortune 500 clients** as CRM strategist, driving new Dan & Broadstreet solution.
- ✓ At PSI, prompted **\$380K ↑ \$1.59M revenue propulsion** and **#1 client favorite** rating with image refresh for fading agency.

◀ Relevant Skills & Credentials ▶

Strategy Development & Execution — Marketing & Advertising — Social Media Strategy — New Business Development
Marketing Communications (Marcoms) / Copywriting — Campaign Creation & Management — **\$1M Budget Management**
Customer Relationship Management (CRM) — Change Management — Team & Partnership Building — International Perspective

M.B.A., concentration in Marketing (3.88 cumulative GPA)—UNIVERSITY OF LA VERNE, CA, 2015
Coursework & Apprenticeships toward **Advanced Marketing Diploma**—BANGALORE UNIVERSITY, India, 2000 – 2002

Certified Social Media Marketing Practitioner, Market Motive (OMCP-authorized certification), 2016
Hootsuite Social Media Marketing Certification, 2016

“Vin has been instrumental in a number of campaigns and has worked towards building brands like Microsoft, Entel, Weekdayer, IPPL, Sisken Communication Technologies, Waypro, Infosys, Netpawarrior, BTLnet, BNL Software, Junction 98. He has exhibited tremendous commitment and talent...His endeavor to excel is what makes him so very special.”—SVP, Hafas Worldwide

CAREER SUMMARY & MILESTONES

PSI CONNECT ▪ Los Angeles, CA ▪ 2010 – Present

Los Angeles-based entertainment agency excelling in talent and brand management since 1995.

◀ BRAND MANAGER / ACCOUNT MANAGER / MARKETING MANAGER ▶

Turned initial internship into full-time job within 60 days. **Promoted 2X** to replace long-time manager and triggered turnaround in fortunes. Oversaw business and took on brand-boosting speaking engagements while adding 2 high-value clients as **Interim CEO**.

Brought onboard to join 2 overworked brand managers in reversing downward-spiraling revenues and 46% churn rate on 550-client portfolio. Stabilized team, **powered client loyalty** by shifting perceptions from haphazard brand management firm to industry trendsetter, and **bolstered PSI image** as frontman for marketing campaigns and events.

- **MARKETING MANAGER / COMPANY AMBASSADOR:** Raised PSI's waning reputation while **growing personal portfolio to 350 clients** and **company revenues 318%+**.
 - **Incited rapid 26% decline in client churn** after persuading colleagues to adopt CRM strategy, concurrently **expanding client base 36% in 90 days** by ramping up marketing efforts and tapping into PSI's industry network for referrals.
 - **Amplified lead generation 42%** and delivered project 15% under budget, exploiting print, social media, video, and direct marketing channels.

How PSI Connect Benefited...

- ✓ **318%+ revenue boost** in 4 years
- ✓ **36% increase in new accounts**, currently generating 65% of company revenues
- ✓ **55% client retention** with CRM & brand equity
- ✓ **42% upsurge in leads** via integrated marketing
- ✓ **45% drop** in advertising and marketing costs

How Brands Benefited...

- **39%+ revenue boost** for 350 brands under personal management
- **300 national TV commercials** and high-visibility print campaigns booked to date

PSI CONNECT (continued)

- **Slashed marketing costs 45%** by convincing *Variety* to share print ad expenses and creating 90% marcoms in-house.
- **Secured instant 60% client engagement and 4 new accounts** via Facebook and Twitter after enlightening CEO on benefits of magnifying online presence and brand image through social media and online marketing.
- **ACCOUNT / BRAND MANAGER:** Ranked **Top 3 Brand Manager in the Industry** by well-known entertainment website and **Preferred Brand Manager** for agencies. Coordinated with publicists and mastered crisis and reputation management.
 - **Targeted and captured business with 8 rising brands** (Kris Kamp, Nickola Bechtel, Avaris Kelly, Michael Carrozzo, Samuel Bailey, Malcolm Donald Kelley, Cadiz Girls, and Mike Vanek).
 - **Positioned clients as top-of-mind brands while generating significant top-line results and competitive advantage for Fortune 500s:** negotiated lucrative brand partnerships with We “R” Toys (40% annual revenue from holiday campaign), Orange iOS (21% market share gain from 2012 campaign), Werner Brothers, Dizney, Koca Kola, Nissun, and Furd.
- **TEAM LEADER:** Raised morale, collaboration, communications, and efficiency. Now **on track for 20% productivity gains** after instituting lean-based project management tool.

LIFE CENTER ■ Marina del Rey, CA ■ 2009 – 2010

Healthcare center in the Los Angeles area offering a variety of holistic and integrative wellness programs.

◀ BRAND CAMPAIGN MANAGER / MEDIA MANAGER / SHOW PRODUCER ▶

Hired as intern. Then assumed reins of branding campaign and entire production for new on-air series that exploded public awareness across L.A. Coached shy health practitioners through on-air presentations and advised on media and PR strategy.

Handpicked to replace outgoing producer during center’s strategic marketing campaign and launch of new broadcast series. Shaped Pathways to Health branding concept, show content, and promotional packaging. Maximized shoestring budget, solved challenging logistics issues, and mobilized production crew to **orchestrate 7 shows**.

- **Saved \$10s of thousands in advertising costs** by using public TV to reach target demographic and aligning first-run and repeat broadcasts during peak audience viewing times.
- **Skyrocketed viewer interest with compelling content and reliable broadcast schedules.** Created process and spearheaded end-to-end production: conducted topical show research; organized meetings with host and CEO; prepped health practitioners for the camera; hosted face-to-face interviews; and directed interdisciplinary team.

How Life Center Benefited...

- ✓ **Branding campaign reached 2 million viewers & sparked quantum leap in new patients**
- ✓ **Long-horizon TV series success with failsafe marketing strategy and production processes**

How Patients Benefited...

- **Healthier living via on-air educational series and gateway to 6-week wellness programs**

IBN INDIA ■ Bangalore, India ■ 2008

IBN subsidiary / largest domestic IT company in India with ~150,000 personnel across 14 sites. IBN India’s domestic revenues grew 60% in 2007-08, making it one of the highest growth areas in the entire IBN portfolio of geographies and businesses.

◀ ACCOUNT MANAGER / CRM STRATEGIST ▶ Dan & Broadstreet (D&B) Division

Served as face and voice of IBN India’s pilot program, connecting customers and internal IT. Named “most productive team member” for meeting or topping weekly targets. Raised team efficiency by training coworkers to leverage technology.

Selected out of 10,000 applicants and 400 interviewees to join elite 5-member task force on D&B pilot program. Improved customer confidence in IBN technology, preventing Fortune 500 aerospace, technology, and healthcare companies from defecting to competitors.

- **Cut credit and supplier risk for top accounts** by conducting deep commercial and customer analysis and arming client leadership teams with D&B insight to inform strategic investment decisions.
- **Enriched customer experience and communications** by teaming with IBN engineers to improve glitchy CRM database and navigating global time zone differences to ensure regular client interactions.

How IBN India Benefited...

- ✓ **High-value Fortune 500 contracts saved after reengineering CRM system**
- ✓ **Millions in future revenues queued from thriving Dan & Broadstreet pilot program**

How Customers Benefited...

- **60% rise in customer satisfaction and sharp drop in investment risk using IBN solutions**

HAFAS WORLDWIDE (formerly EURO RSCT) ■ Bangalore, India ■ 2003 – 2005

One of the largest integrated marketing communications agencies in the world, made up of 316 offices located in 75 countries.

◀ BRAND COPYWRITER / ACTING CREATIVE DIRECTOR / TV COMMERCIAL PRODUCER ▶

*Turned 3-month traineeship into job as **youngest copywriter in company history**. Dubbed “Wunderkind.” Regularly assumed and thrived in overlapping, high-stress roles. Later anchored and rallied fractured marketing and ad team as **Acting Creative Director**.*

Outcompeted hundreds of applicants during rigorous selection process as EURO launched one of the industry’s first interactive marketing divisions. Crafted “push the boundaries” concepts that boosted brand awareness for **Entel, Dall, MSM.com, Mercedes, Kricinfo.com, BESF, and Weekdayer** across India.

- **ACTING CREATIVE DIRECTOR:** Stepped up to lead small division during 2 management turnovers, ensuring successful launches for Entel’s Pentium 4 Processor and Microsoft’s MSM and Enterprise Services, plus branding for Junction 98 and Kricinfo.com. Prioritized and managed up to \$1M campaign budgets.
- **COMMERCIAL PRODUCER:** Co-created—and sold Entel country leadership on—marketing plan that aligned global “The Power of 3” campaign to Indian market and psyche. Conceived and produced launch commercial that won rave reviews and standing ovation at Hong Kong premiere.
- **BRAND COPYWRITER:** Expanded job duties after fueling Entel success.
 - Tapped to brainstorm edgy marketing ideas and deliver pitches alongside EURO RSCT managers to **win MSM, Junction 98, and Kricinfo.com accounts**.
 - **Designed ad campaign for MSM’s launch of “Everyday Online”** in India, realizing 20% cost savings, 5 million new users during 1st quarter, lucrative marketing alliance with Britannica Industries, and 30 big-name website advertisers.

How Hafas Worldwide Benefited...

- ✓ **35% aggregate billings from Entel** after ecstatic client signed 3-year contract extension
- ✓ **25% revenue from new accounts**, attracted by media-acclaimed Entel success
- ✓ **Most Innovative Use of Media Award** by an Agency for Entel’s “The Power of 3” campaign

How Clients Benefited...

- **88% market share for Entel** after trumping AMT’s advances in sales & brand visibility
- **MSM became a leading Yahuu contender in India** with “Everyday Online” breakthrough

ADDITIONAL CREDENTIALS

EDUCATION

Bachelor of Film & Television—BOND UNIVERSITY, Gold Coast, QLD, Australia, 2007

COMMUNITY INITIATIVES: MARKETING CONSULTANT: Proved instrumental as team lead on MBA project; presented CEO of Foothill Family Services with high-ROI plan (branding, marketing, website, and social media) to rocket community awareness & donations.

AFFILIATIONS: MEMBER, American Marketing Association, 2013 – Present

AWARDS & HONORS

New Filmmaker Awards: Best Drama for short film “The Inquisition.” Also nominated as Best Director, Best Editor, Best Scriptwriter, and Best New Filmmaker. Warner Bros. and Village Roadshow, Victoria, Australia, 2006

Cutting-Edge Award for short film “Seafood.” Future Fantastic Film Festival, Queensland, Australia, 2006

ADDITIONAL SKILLS

Mac & PC platforms | Microsoft Office Suite (Word, Excel, PowerPoint, Outlook) | **iWorks | Keynote | Filemaker Pro | iMovie**

Languages: Fluent in English and Hindi

PROJECT BRIEF

Having recently earned his MBA in Marketing, Vin wanted to re-enter the marketing and advertising worlds after a 6-year departure in the entertainment industry. His family was in marketing, so he'd been in the industry since the age of 14, with some pretty impressive stories. His colleagues and bosses used to call him the "Wunderkind."

Most people his age have 5-6 years of experience. Even though Vin had 14 years' under his belt already, most of his previous schooling and traineeships were completed abroad during his teenage years, so he had difficulty gaining credibility and landing the kind of roles he wanted in the U.S. without further education.

Now, after having completed his MBA and several other marketing certifications, Vin was ready to target higher-level positions as marketing manager, brand manager, or product manager. So, he needed a resume that would highlight his earlier experiences as more than just internships and somehow tie in his 6 years in the entertainment industry.

After speaking with Vin, I found he was unofficially performing a lot of marketing and branding functions in his current role anyway. The "brands" he was marketing and managing just happened to be people / actors. Not a problem. It just called for diluting entertainment industry jargon to more general terms.

So, we decided to showcase this on his new resume and demonstrate that his skills and expertise are easily transferrable across the major industries (e.g., Aviation ■ Healthcare ■ Advertising ■ High-Tech) that prevail in his target geography.

It also came to light that Vin had evolved all of his internships / traineeships—both abroad and in the USA—into so much more (e.g., acting creative director and interim CEO). His bosses trusted his leadership capabilities and ability to deliver early on. I highlighted these noteworthy accomplishments with callout sections at the beginning of each position. The impact he had on business—both for his companies and his clients—are showcased with text boxes using front-loaded statements (e.g., \$ and % figures first when possible) as strategic attention getters.

Vin also had 6 years of supervisory experience under his belt, so I wanted to provide the reader with more relevant "functional" job titles that reflected his true value and leadership potential, rather than just list his "official" job titles of intern or trainee that could be found on his original resume.

His headline below was key in demonstrating to his audience that he has what it takes, regardless of his age, to excel in the roles he was seeking:

14 Years of Success Branding & Promoting People, Products, and Companies Around the Globe

We took personal branding to the deepest level, right down to his brand colors based on the principles of color psychology.

Since Vin already had 14 years of real-world experience and a colorful career, I had some compelling career stories to work with and decided to tell his riveting tales of success across 3 pages instead of 2. Plus, by structuring the resume to expand on the 4 positions he's had so far, it's already helped him establish more credibility and respect during his job search.