

Before 2010: A backbencher, lost in an ocean of endless formulas, chasing a degree in Physics, trying to make sense of the universe—literally.

After 2010: A curious soul testing the waters, only to dive headfirst into marketing communications. Physics? Out. The art of advertising? In. (Sorry, Isaac! It's me, not you.)

2010 - 2024: Captivated by the world of brainstorm, late nights, celebrities, influencers, and jumpy clients, he's not just surviving—he's thriving. Over the past decade, he's explored most corners of the advertising realm, from high-profile above-the-line campaigns to nuanced below-the-line tactics as well as digital and social media strategy and campaigns.

2024 & Beyond: Now, he's on the lookout for someone as passionate as himself to lead him into the next big, mind-blowing adventure. No matter the platform or industry, his focus remains clear: to drive collaboration and deliver creative, strategic solutions.

Who knows? You, the reader, could be the key to this next chapter.

EXPERIENCE

Consultant - Account Management & Strategy

Kakkoii Entertainment Pvt. Ltd.

2023-2024

Research, Social Media, Paid Social, Production

Business Lead

The Womb

2021-2022

ATL, BTL, Market Research, Client Services

Director - Account Management & Strategy

Whyness Worldwide

2019-2021

Strategy, Design, Social Media, ATL, BTL, Client Services

Group Head - Account Management

VMLY&R

2018-2019

Social Media, Content Creation, Client Services

Group Head - Account Management & Strategy

WYP Brand Solutions

2017-2018

Strategy, Content Creation, Social Media, Client Services

Sr. Executive - Account Management

Ogilvy

2015-2017

Client Services

Jr. Executive - Account Management

Contract Advertising

2012-2013

Client Services

EDUCATION

PG Digital Marketing and Communications

MICA (Upgrad)

2021

Specialisations in:

Branding and Communication

Social Media & Content Marketing

Marketing Analytics

PG Media and Entertainment

Welingkar Institute

2015

Diploma Advertising and PR

Welingkar Institute

2014

BSc - Physics

Wilson College

2013