

# DARSHAN RANGNATH

## PROFESSIONAL EXPERIENCE

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Mindshare

**Associate Digital Media Planner**

June 2010 – Present

*Brands:*

- Sprint Pre-Paid Group – Telecommunication
- Nature Made – Pharmaceutical & Consumer Packaged Goods
- Bandai Toys – Toys & Retail
- Saban Capital Group – Entertainment

*Duties:*

- Work with the client, creative, and partner teams to tactically plan and determine best approach of fulfilling client objectives
- Develop effective media strategies around direct response, brand, social media, blogger outreach, sweepstakes, and tune-in campaigns
- Actively manage and optimize campaigns based on data and analysis to ensure successful initiatives
- Provide clients with weekly, monthly and end of campaign analytics which include highlights in overall performance and optimization recommendations based on learnings
- Continuously evaluate new media opportunities by working with partners to develop strategies and executions for business growth
- Responsible for developing and presenting updates in trends and technology to clients and internal executives

Union Bank

**Sales Officer**

November 2006 – April 2009

*Duties:*

- Engaged in outbound efforts to encourage sales of financial instruments
- Worked with marketing team to advertise new products and services
- Identified customer needs and provided financial advice
- Assisted Department Manager with employee training and campaign development

## LEADERSHIP EXPERIENCE

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Brown Bag Bunch

**Co-Founder**

2008 – Present

*Organization's Mission* - Grassroots organization aimed at serving brown bag lunches to the hungry

- Coordinated social media campaigns directed at raising funds and awareness of the organization
- Organized preparation and distribution of lunches to shelters and various organizations
- Created webpage, blog and social media profiles to garner donor and volunteer interest
- Served over 2,000 people with over 30 volunteers at each event

Economics On The Move

**Director of Media & Treasurer**

2008 – Present

*Organization's Mission* - Nonprofit organization dedicated to teaching financial literacy to at-risk youth through educational tours

- Implemented and maintained brand presence through advertising material and online support
- Administered letter-writing campaigns to attain corporate sponsors
- Managed financial reports

## EDUCATION

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California State University, Long Beach

**Bachelor of Arts, Business Economics**

## DIGITAL APPLICATION EXPERIENCE

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- Google Advertising Management Tools, OBA Compliance Products, comScore, Nielson, MRI