

DARSHAN RANGNATH

PROFESSIONAL EXPERIENCE

Integrated Marketing Consultant

Self-Employed | New York, NY

November 2015 – Present

Projects:

- GlobalWide Media: Launched East Coast sales operations by driving client acquisition, in-market initiatives, and growing entrepreneurial business framework
- Children's Experiential Event (NDA Signed): Built launch framework and implemented media executions to drive ticket sales and awareness of the product

Duties:

- Lead clients in business development through growth initiatives focused on awareness and direct response
- Build advertising strategies tailored to overall business goals, including market penetration and acquisition, brand recall and loyalty, as well as decreasing attrition and growing retention
- Implement media tactics across online and offline channels and provide thorough analytics of performance and optimizations
- Produce presentations for clients, budget managers, and company stakeholders delivering campaign reporting, best practices, and marketing innovations
- Cultivate new client relationships while maintaining the advancement of current pipeline to grow entrepreneurial business framework

Manager, Integrated Strategy & Planning

Universal McCann - J3 | New York, NY

June 2014 to July 2015

Brands:

- Johnson & Johnson: Consumer Packaged Goods
 - Compromised Skin - Band-Aid, Neosporin, First Aid
 - Nutritionals - Splenda, Lactaid
 - Healthy Essentials

Duties:

- Led brand planning through building overall approach, insight, and justification of media partners and flighting
- Drove brand innovation by introducing new partners and opportunities to internal teams and clients through agency-wide summits and direct media recommendations
- Maintained day-to-day communication between client and agency teams
- Provided insights to digital reporting and recognized learnings that could be applied to future campaigns
- Supported upper management in high level presentations and cost exercises for brand development

Senior Media Planner

Proove Accountable Media | New York, NY

July 2013 to June 2014

Brands:

- TradeStation Securities: Consumer Trading
- EverBank: Consumer & Business Online Banking
- L'Auberge Hotel & Casino: Travel & Entertainment
- Reader's Digest: Publisher
- OnDeck Capital: Small Business Finance
- Memorial Sloan-Kettering Cancer Center: Healthcare
- Double Cross Vodka: Alcohol

Duties:

- Built strategy and facilitated tactical implementation across brand and direct response initiatives
- Supervised daily management of affiliate marketing, search, and RTB campaigns to ensure efficient return on investment
- Managed client relationships to encourage open communication on campaign goals and objectives, while driving client advocacy within the agency
- Provided support to upper management in new business pitches and acquisition
- Assessed and negotiate up-front media partnerships with cross-channel publishers
- Counseled planners, assistants, and interns between projects to ensure efficient task completion

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PROFESSIONAL EXPERIENCE CONTINUED

Integrated Media Planner, Digital & Magazine Activation

ZenithMedia | New York, NY

September 2011 to June 2013

Brands:

- JPMorgan Chase Corporate: Corporate Branding
- Reckitt Benckiser: Food & Health Consumer Packaged Goods

Duties:

- Tactically manage media buying across digital and print mediums while facilitating relationships between clients, partner agencies, and vendors to ensure clear flow of communication and delivery of action items
- Executed cross-platform programs within print, in-store, and online to encourage brand recognition and product acquisition
- Designed, presented, implemented, and optimized effective media campaigns across brands to support client objectives
- Maximized media investment by negotiating aggressive rates, consistently evaluating campaign performance to optimize funds where necessary, and recommending comprehensive tracking methods
- Actively supervised assistant media planners and interns to ensure their growth and development
- Effectively communicated media knowledge to the client and provide implications for overall marketing strategy

Associate Digital Media Planner

Mindshare | Los Angeles, CA

June 2010 to September 2011

Brands:

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

Duties:

- Worked with the client, creative, and partner teams to tactically plan and determine best approach of fulfilling client objectives
- Developed effective media strategies around direct response, brand, social media, blogger outreach, sweepstakes, and tune-in campaigns
- Actively managed and optimized campaigns based on data and analysis to ensure successful initiatives
- Provided clients with weekly, monthly and end of campaign analytics which included highlights in overall performance and optimization recommendations based on learnings
- Continuously evaluated new media opportunities by working with partners to develop strategies and executions for business growth
- Developed and presented updates in trends and technology to clients and internal executives

LEADERSHIP EXPERIENCE

Co-Founder

Brown Bag Bunch

Mission: Grassroots organization aimed at serving brown bag lunches to the hungry

Treasurer & Director of Media

Economics On The Move

Mission: Non-profit organization dedicated to promoting financial literacy to at-risk youth through educational tour

EDUCATION

Bachelor of Arts, Business Economics

California State University, Long Beach