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📍 Mumbai, India

SAURABH KOTHARI

Head of Operations

Education

2012 – 2015 – Bachelors in Mass Media

(Nagindas Khandwala College)

2012 – HSC – Maharashtra Board

(Nagindas Khandwala College)

2010 – SSC – Maharashtra Board

(Shanti Nagar High School)

Skills

- People Management
- Problem Solving
- Brand Strategy
- Relationship Building
- Data Analysis
- Content Writing
- Digital Marketing

Tools

- Google Analytics
- Figma
- Adobe Photoshop
- Adobe Illustrator
- Miro
- Microsoft Office
- Lead Management Platforms

Product Experience

Worked on multiple assignments around various aspects of product during my time at Career Accelerator Program (CAP) by Upraised.

Below are some links for reference:

- [Product Teardown of my favourite app](#) (Spendee)
- [PRD to improve user engagement on Cricbuzz](#)
- [Product Psychology – YouTube Web](#)

About Me

A Product enthusiast with 6+ years of experience at a Digital Marketing agency providing strategic and tactical support to clients with accountability across all functions (Paid Media, Content, SEO, Design, and more) while managing a team of 7-8 Account Managers.

Professional Experience

Poised Media | Head of Operations
2016 – Present

Working collaboratively with the creative, content, and technology teams to ensure accurate and timely delivery of all digital campaigns and projects with complete client satisfaction.

Key projects worked on:
Cadbury Oreo – Tiffin Tricks

Activated WhatsApp interaction mechanism for Oreo's Tiffin Tricks campaign by developing content structure and delivery mechanism to **deliver 20 recipes seamlessly on WhatsApp** in a highly personalized manner. **Interacted with more than 6,000 customers one-to-one.**

Launched Colors Gujarati and Colors Gujarati Cinema on digital channels

Generated 100 Million+ organic impressions for Colors Gujarati through highly interactive, vernacular content. **Over 1500% organic growth** in reach and engagement metrics.

Parachute Advanced – Malayali Manka Campaign

Helped launch a new variant of Parachute Advance through a WhatsApp activation. Managed to get **over 60,000+ sample requests through WhatsApp.**

Zee Cinema – India's First FB Messenger Based Campaign

Launched India's first Facebook Messenger bot that allows the audience to chat with the characters Uday Bhai and Majnu Bhai.

Extra-Curriculars

- **Volunteer at Team Everest NGO:** Worked on 2-3 projects like helping vernacular medium students learn English, and assisting last year students to prepare for interviews.
- **IT Head for Entrepreneurship Development Cell** while studying Bachelors in Mass Media
- **Finished all 10 levels of the UCMAS Program** (ABACUS Structure)