

JEENAL KIRTI PATEL

+1-437-984-2200 | jeenal@gmail.com | www.jeenalpatel.com | www.linkedin.com/in/jeenal

WORK SUMMARY

Experienced, accomplished, 4 Effie awards winning Strategist and Top Dog Award winner at Miami Ad School with a passion for creatively solving business problems. Successful track record in unravelling consumer behavior and turning it into actionable insights and effective brand campaigns. With core expertise in Brand, Content & Social Media Strategy, I have spent 8+ years working with multinational companies with global, national, SMEs and start-up clients across various product categories. Instrumental in crafting strategy to launch a video streaming platform and transforming it into a leading player.

AREAS OF EXPERTISE

- Brand Strategy
- Social Media Strategy
- Content Strategy
- Consumer Research
- Data Analysis
- Account Management
- Idea Generation
- Business Development
- Presentation & Communication

PROFESSIONAL EXPERIENCE

- 1) **McCann Health, Caudex** – Toronto | Contract position, Client Servicing | December 2020 – Present
 - Responsible for account management of some of the largest clients of the agency – Janssen, Impel NeuroPharma, Astrazeneca Canada & Genmab
- 2) **MX Player** (similar to Netflix) – India | Branded Content Manager, Content Strategy | August, 2018 – 2020
 - Integral part of the content strategy team that helped transform this start-up into India's #1 video streaming service with over 176 million monthly active users in 1.5 years
 - Conceptualised & executed a digital platform and activation, that generated 2500+ new ideas and green lit 6 shows under a budget of \$10,000
 - Used consumer analysis to change the fate of 4 original shows that have been awarded at an APAC level
 - Led the company's qualitative research efforts across 8 cities and provided actionable solutions to multiple departments within the organization
- 3) **Wunderman Thompson** – WPP Group, India | Account Planning Director | March, 2015 – August, 2018
 - Brand strategist on the largest CPG account of the agency, Goodknight (similar to Off!), with a market value of over \$335 million
 - Launched a new product for Goodknight through an integrated campaign that helped the brand achieve a double-digit market share within 3 months of launch with 4 million views on Facebook
 - Changed consumer behaviour through a campaign that helped increased the brand growth rate by 8X
 - Successfully led business development projects for the agencies resulting in 4 client wins
 - Won **EFFIE awards (4)** consecutively for 3 years for brand Goodknight & Ezee
- 4) **FCB Ulka** – IPG Group, India | Senior Account Planning Executive | June, 2012 – December, 2014
 - Launched an integrated campaign for India's largest dairy brand, Amul, that helped establish its the brand relevance with the youth and increased its sales by 8% in a mature market
 - Crafted strategies for brands across categories from infant nutrition, PediaSure to automobiles, Tata Motors

TECHNICAL SKILLS & CERTIFICATIONS

Hootsuite Platform Certified Professional | Google Analytics Individual Qualification (GAIQ)
Fundamentals of Digital Marketing – Google | Social Media Marketing Certification – HubSpot

EDUCATIONAL QUALIFICATIONS

Social Media & Content Strategy Bootcamp, Top Dog Award Winner | Miami Ad School, Toronto | 2020
MBA - Marketing | MET Institute of Management, Mumbai University, India | 2010-2012
Bachelor of Science, Biotechnology | Mithibai College, Mumbai University, India | 2005 – 2008