

BHAGYESH BHATT

Brand & Content Strategy · Marketing & Campaign Leadership

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PROFESSIONAL SUMMARY

Brand and content strategist with 8 years across brand, content and marketing strategy, working within India's largest digital media ecosystem — a network of 35+ portals reaching 250M+ monthly users. Track record of turning brand positioning and audience insight into integrated, multi-platform campaigns that deliver commercial results, including three consecutive years of revenue growth (13%, 19%, 22%). Builds AI-powered content workflows that scale output without sacrificing quality, and leads cross-functional teams across sales, product, creative and media agencies, and C-suite clients. Recognised with 45+ industry awards, including The Webby Awards and Kyoorius Digital Awards.

EXPERIENCE

Brand Strategy & Innovations Manager | Times Internet

Jun 2022 – Present · Mumbai

India's largest digital products company — brand and content strategy across the Times Group ecosystem of 35+ portals reaching 250M+ monthly unique users.

- Lead integrated brand and content strategy for marquee partners — Apollo Tyres, Nayara Energy, Adani Solar, Samsung — and a growing enterprise roster spanning tech, BFSI, auto and industrials, including TCS, Ericsson, Canon India, Tata Steel, Uber, GE Healthcare and De Beers, proving category range across the ecosystem.
- Directed cross-functional collaboration across sales, product and production teams alongside external creative and media agencies, contributing to consistent revenue growth across three consecutive fiscal years: FY22-23 (13%), FY23-24 (19%), FY24-25 (22%).
- Built and deployed an 8-step AI-powered content and workflow system for a 15-person team — covering audience insight, content planning and campaign execution — reducing time-to-strategy and improving consistency across simultaneous campaigns.
- Served as the primary strategic interface between sales and clients at C-suite level, translating ambiguous objectives into executable content strategies, media plans and post-campaign case studies.

Senior Creative Partner | 22feet Tribal Worldwide (Omnicom Group)

Oct 2021 – Jun 2022 · Bengaluru

Digital-first creative agency, part of DDB Mudra Group (Omnicom) — content leadership for national and international brand clients.

- Led a team of 4 across multi-format digital, social and film content, managing quality and delivery across compressed timelines and multiple agency stakeholders.
- Directed real-time digital coverage for 4 international and 3 national motorsport events for Hero MotoSports, sustaining engagement through fast-turnaround content across global and regional teams.
- Conceived and executed the product launch film for Fastrack Reflex Vox and led the celebrity partnership campaign for Gordon's Gin, managing talent, content direction and brand alignment.

Copy Manager (promoted from Senior Copywriter) | SoCheers

May 2019 – Oct 2021 · Mumbai

Integrated content and campaign delivery across OTT, Pharma, FMCG and Personal Care categories.

- Led platform-specific content and influencer strategy for the launch of five Amazon Prime Video Original series — Mirzapur S2, Comicstaan S2, Inside Edge S2, The Family Man S2 and One Mic Stand S2 — across high-impact launch windows.
- Managed a creative team of 5 and implemented social listening and consumer-insight frameworks to sharpen content relevance and campaign performance.
- As Senior Copywriter (2019–20), built platform-specific content strategies for brands including UFO Movies, Nickelodeon, MX TakaTak, Triggo Foods and Lupisafe, using data and social listening to align content with audience behaviour.

EARLIER EXPERIENCE

Freelance Content Consultant, Educational Initiatives (Ed-Tech) · Mar 2018 – Sep 2018, Remote — Built and executed social content strategy for an ed-tech platform during independent consulting between full-time roles.

Creative Intern, Yes Yes, Why Not Advertising · Feb 2017 – Apr 2017, Mumbai — Delivered creative solutions for BBC World News across multiple agency functions.

Marketing Associate, Radio City 91.1 FM · Sep 2015 – Feb 2016, Ahmedabad — Supported marketing across 3 regional stations through micro-activations, brand partnerships and hyperlocal IP development.

EDUCATION

PGDM, Advertising & Marketing Communication — Xavier's Institute of Communication (XIC), Mumbai · 2016 – 2017

BBA, Marketing & Entrepreneurship — Ahmedabad University, Ahmedabad · 2012 – 2015 (Student of the Year, 2015)

CORE SKILLS

Strategy: Brand strategy · content strategy · integrated campaign strategy · go-to-market · positioning · audience insight

Content & Creative: Multi-format storytelling · content marketing · influencer strategy · creative direction · live and fast-turnaround content

Leadership & Stakeholders: Cross-functional leadership · creative and media agency management · C-suite client management · team management

Analytics & AI: Social listening · data-driven strategy · Google Analytics · AI workflow automation · prompt engineering

Tools: Google Analytics · Microsoft Office · AI tools (Claude, ChatGPT, Gemini) · CMS platforms · Obsidian

AWARDS & RECOGNITION

- 45+ industry awards for branded content strategy and campaign innovation.
- The Webby Awards (international) · Kyoorius Digital Awards · The Abby Awards, GoaFest.

INTERESTS

AI systems and automation · strategic and intelligence studies · music · stand-up comedy.