



VIVEK RANGANATHAN

vivekranganathan00@gmail.com | 9900186600 | Mumbai India

Personal Summary

Strategic brand and business leader with 14 years of experience across India's top creative agencies. I've led high-impact mandates across BFSI, FMCG, Fashion, Real Estate, Tech, and Education, delivering work that moves both markets and minds. From scaling revenue to ₹7 Cr+, to building teams and setting up new verticals, I bring a deep understanding of how brand and business align. A natural communicator and pitch specialist, I'm known for breaking down complexity, leading from the front, and making things happen — whether it's a campaign, a client relationship, or a cultural shift within teams. I thrive at the intersection of growth, creativity, and purpose.

Core Expertise

- Strategic planning
- Brand management
- Client Whisperer
- Team collaboration
- Presentation skills
- Relationship building
- Effective communication
- Account Management

Career Journey

Forecast Advertising | Mumbai, India
Head – Growth & Strategy
02/2023 - Current

- Scaled agency revenue to **₹6 Cr (2023–24) and ₹7 Cr (2024–25)**.
- Key clients: Tata Capital, Mahindra Finance, Aditya Birla Capital, IndusInd Bank, TVS Credit, among others.
- Set up the Social Media vertical from scratch, onboarding 4 key accounts.
- Lead a cross-functional team of 15+ (Servicing to Supervisors).
- Spearhead pitch decks, strategy frameworks, and new business wins.
- Front the agency's perception and client relationships — both as a strategist and face of the brand.
- Instituted regular training modules to upskill servicing talent across strategic thinking and presentation design.

Salt Brand Solutions | Mumbai, India
Business Head
03/2022 - 02/2023

- Drove client growth, team performance, and strategic ops.
- Revamped workflows, aligned internal culture with business objectives.
- Created collaborative bridges between creative, strategy, and business verticals for seamless delivery.

ASCI – Advertising Standards Council of India | Mumbai, India
Brand Manager
03/2021 - 03/2022

- Led brand and digital strategy, PR, and marketing for new initiatives.
- Built visibility and credibility for ASCI in public discourse.
- Drove awareness for new ASCI initiatives through integrated marketing.
- Partnered with external PR agencies and influencers to amplify regulatory campaigns.

McCann Worldgroup | Bangalore, India
Brand Leader
10/2018 - 03/2021

- Managed high-stakes campaigns for Britannia, UB Craft Beer, Flipkart BBD.
- Delivered ATL + digital mandates with a focus on integrated storytelling.
- Directed the creative and strategic rollout of flagship BTL activations for Britannia and UB.
- Managed internal alignment between client briefs and creative output across a 10-member team.

Happy McGarry Bowen | Bangalore, India
Group Account Manager

06/2018 - 09/2018

- Led the agency's highest retainer: Ola (Rentals, Scotland Launch).
- Oversaw ATL, Digital, BTL rollouts with precision and agility.

Famous Innovations | Bangalore, India
Group Account Manager

05/2017 - 06/2018

- Won pitches for Van Heusen, 7Rivers, Manipal Education.
- Crafted insight-led brand strategies and managed executional teams.
- Maintained end-to-end delivery timelines and stakeholder alignment on high-stakes fashion campaigns.

DDB Mudra | Bangalore, India
Account Manager

02/2015 - 05/2017

- Worked across high-visibility accounts like RCB, Royal Challenge, Peroni.
- Built celebrity-led brand properties and handled BTL innovations.
- Facilitated real-time campaign execution across media formats (digital, print, OOH) in collaboration with internal and external partners

Creativeland Asia | Mumbai, India
Creative Operations Partner

02/2014 - 01/2015

- Drove creative delivery for Parle Agro, Frooti, Appy Fizz, Hippo, Kalpataru.
- Worked across high delivery and quantum management
- Improving client retention and campaign scope

Paradigm Plus | Pune, India
Client Servicing Executive

06/2012 - 01/2014

- Managed 8+ brands across real estate, education & manufacturing.
- Built client reporting templates and campaign trackers, setting new standards for account hygiene.
- Took initiative in building internal knowledge decks on the education sector, improving onboarding for new team members.

Education

Symbiosis Institute of Media & Communication

B.A. in Media & Communication

01/2012

Our Own English High School | UAE

High School in Business Studies

01/2009

- Topped city in Business Studies (95%)
- GPA: 95%

Personal Edge

Relentless drive, sharp instincts, team-first mindset, You can't build great brands without believing in them.

Personal Interest

Stand up Comedy

Sports Fanatic

Cooking